

MCS Military Base Papers

NEWSPAPER NAME	INSTALLATION	REPORT PREPARED EXCLUSIVELY FOR PHILIP MORRIS/EO BURNETT		FORMAT T=TAB	B=Broad	COST
		B/W or 2C	ISSUE DATE			
McClellan News	Ft. McClellan	2C	Apr-1-94	T		\$111.32
Desert Airmen	Davis Monthan AFB	2C	Apr-1-94	T		\$813.88
Tally Ho	Luke AFB	2C	Apr-1-94	T		\$595.39
Flight Jacket	El Toro MCAS, Tustin MCAS	B/W	Apr-1-94	T		\$530.00
San Diego Dispatch	All San Diego Base Housing	2C	Mar-31-94	T		\$1,105.56
Scout	Camp Pendleton	2C	Mar-31-94	T		\$2,544.24
Signal Bridge/Periscope	San Diego NS/San Diego Sub Base	2C	Apr-1-94	T		\$1,037.40
Travis Times	Travis AFB	B/W	Apr-1-94	T		\$577.20
Mountaineer	Ft. Carson	2C	Apr-1-94	T		\$830.40
Dolphin	New London Naval Sub Base	2C	Mar-31-94	T		\$709.98
Capital Flyer	Andrews AFB	2C	Apr-1-94	T		\$5,127.04
Henderson Hall News	Henderson Hall	2C	Apr-1-94	T		"Combo Buy"
Pentagram	Pentagon, Cameron Station, Ft. Myer, Ft. McNair	2C	Apr-1-94	T		"Combo Buy"
Seas Services Weekly	Naval Headquarters	2C	Apr-1-94	T		"Combo Buy"
Eagle	Ft. Belvoir	2C	Apr-1-94	T		"Combo Buy"
Bacon	Boeing AFB	2C	Apr-1-94	T		"Combo Buy"
Garrison	Pensacola NAS	2C	Apr-1-94	T		\$1,232.80
Jax Air News/Airwinger	Jacksonville NAS/Cecil Field NAS	2C	Mar-31-94	T		\$1,104.00
Mirror	Mayport NS	2C	Apr-1-94	T		\$705.03
Missiles	Patrick AFB, Cape Kennedy	2C	Apr-1-94	T		\$843.75
Thunderbolt	MacDill AFB	2C	Apr-1-94	T		\$800.00
Bayonet	Ft. Benning	2C	Apr-1-94	B		\$1,885.58
Patriot	Ft. Stewart, Hunter Army Airfield	2C	Mar-31-94	B		\$105.40
Signal	Ft. Gordon	2C	Apr-1-94	B		\$1,235.64
Hawai Navy News	Pearl Harbor NS, Barber's Point	2C	Mar-31-94	B		\$3,449.40
Hawai Army Weekly	Schofield Barracks, Ft. Shafter	2C	Mar-31-94	B		"Combo Buy"
Hawai Marine	Kaneoche MCAS	2C	Mar-31-94	B		"Combo Buy"
Hawai Falcon	Nickerson AFB, Wheeler AFB	2C	Mar-31-94	B		"Combo Buy"
Command Post	Scott AFB	2C	Apr-1-94	T		\$721.00
Ft. Campbell Courier	Ft. Campbell	2C	Mar-31-94	B		\$1,120.00

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AIR FORCE COMMUNICATIONS, INC. 214 E. Gutierrez Street, Santa Barbara, CA 93101

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MCS Military Base Papers (cont.)

MICRO INVENTORY NO:

	PG. 2/C COST	PG. B/W COST	ISSUE DATES	CLOSING DATE	ON SALE DATES
BALT. CITY PAPER	\$1,773.00	\$1,413.00	3/30/94	3/25/94	3/30/94
BOSTON PHOENIX	\$8,554.00	\$8,004.00	4/8/94	4/1/94	4/8/94
CHICAGO NEW CITY	\$972.65	\$855.00	3/31/94	3/25/94	3/31/94
CHICAGO READER	\$1,904.40	\$1,458.90	4/1/94	3/25/94	4/1/94
CREATIVE LOAFING	\$2,428.00	\$2,203.00	4/2/94	3/28/94	3/30/94
DALLAS OBSERVER	\$2,345.40	\$2,003.40	3/31/94	3/25/94	3/31/94
DENVER WESTWORD	\$1,758.60	\$1,520.10	3/30/94	3/25/94	3/30/94
DETROIT METRO TIMES	\$2,084.60	\$1,704.60	3/30/94	3/25/94	3/30/94
EAST BAY EXPRESS	\$1,452.60	\$1,263.60	4/1/94	3/23/94	4/1/94
HOUSTON PRESS	\$2,018.00	\$1,916.10	3/31/94	3/25/94	3/31/94
L.A. READER	\$2,087.30	\$1,752.30	4/1/94	3/25/94	4/1/94
L.A. WEEKLY	\$5,135.00	\$4,535.00	3/31/94	3/25/94	3/31/94
MIAMI NEW TIMES	\$2,012.40	\$1,747.80	3/30/94	3/25/94	3/30/94
MINN CITY PAGES	\$2,601.00	\$2,241.00	3/30/94	3/25/94	3/30/94
MINN TWIN CITIES READER	\$2,575.00	\$2,200.00	3/30/94	3/25/94	3/30/94
N.Y. PRESS	\$1,907.06	\$1,907.06	3/30/94	3/28/94	3/30/94
N.Y. WEEKLY	\$1,315.00	\$1,015.00	4/1/94	3/25/94	3/30/94
PHIL. CITY PAPER	\$2,398.29	\$2,177.70	3/31/94	3/24/94	3/31/94
PHIL. WELCOMAT	\$1,448.00	\$1,298.00	3/30/94	3/25/94	3/30/94
PHOENIX NEW TIMES	\$2,513.70	\$2,003.40	3/30/94	3/25/94	3/30/94
SAN DIEGO READER	\$2,041.20	\$1,654.20	3/31/94	3/24/94	3/31/94
SANTA CRUZ GOOD TIMES	\$1,916.19	\$1,680.90	3/31/94	3/24/94	3/31/94
SEATTLE EAST SIDE WEEK	\$2,968.00	\$2,718.00	4/6/94	3/30/94	4/6/94
S.F. BAM	\$5,241.50	\$3,935.00	4/8/94	3/30/94	4/6/94
S.F. BAY GUARDIAN	\$5,855.00	\$5,180.00	3/30/94	3/25/94	3/30/94
S.F. WEEKLY	\$1,754.10	\$1,716.30	3/30/94	3/25/94	3/30/94
THE AQUARIAN	\$2,716.53	\$2,116.53	3/30/94	3/25/94	3/30/94
THE VILLAGE VOICE	\$8,286.77	\$7,501.77	4/12/94	4/6/94	4/12/94
THE VILLAGER	\$1,905.00	\$1,680.00	3/30/94	3/28/94	3/30/94
WA CITY PAPER	\$1,512.90	\$1,142.19	4/1/94	3/25/94	4/1/94
TOTALS	\$83,441.19	\$72,543.85			

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MARLBORO COUNTRY STORE OUTDOOR MEDIA PLAN

OOH - BACKGROUND

USED 1993 MARLBORO ADVENTURE TEAM OOH PLAN AS PROTOTYPE FOR MARLBORO COUNTRY STORE OOH PLAN

- MAT OOH DELIVERY/IMPACT CONTRIBUTED SIGNIFICANTLY TO MAT PROMOTION'S AWARENESS LEVELS

TAKEOVER SPENDING

UTILIZE SELECTIVE TAKEOVER OF 1994 MARLBORO POOL IN ALL MARKETS DURING MAY

- INCLUDES TAKEOVER OF FOLLOWING FORMATS
 - . BULLETINS 14' X 48'
 - . TAXITOPS (BOSTON, NEW YORK)
 - . BUS SHELTERS (NEW YORK, WASHINGTON D.C., MIAMI, SAN FRANCISCO, LOS ANGELES)
- PROVIDES NATIONAL EXPOSURE FOR MARLBORO COUNTRY STORE PROMOTION
- \$991.4M

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MARLBORO COUNTRY STORE OUTDOOR MEDIA PLAN

INCREMENTAL SPENDING

EXECUTING INCREMENTAL 30-SHEET EFFORT TO SUPPLEMENT MARLBORO
POOL TAKEOVER WEIGHT

- 50 SHOWING 30-SHEET PROGRAM IN ALL MARKETS/SUB-MARKETS
WHERE BASIC IS PRESENT IN MAY, ALL OTHER MARKETS/SUB-
MARKETS TO RECEIVE #25 SHOWING
- PURCHASED 8 OOP BULLETINS IN NEW YORK AND
RICHMOND (TOTAL COST \$35,260)
- . WILL TAKEOVER PLANNED MARLBORO 30-SHEET DEFENSIVE
PRESENCE IN MAY (\$536.6M)
- . INCREMENTAL 30-SHEET COST OF \$1,453.3M
- . TOTAL INCREMENTAL 30-SHEET/BULLETIN COST OF \$1,488.6M
- . ADDITION OF 4,940 30-SHEET POSTERS

OOH SUMMARY

MARLBORO COUNTRY STORE OOH MEDIA PLAN SPENDING AT \$3,101.2M

- INCLUDES \$1,528.0M MAINLINE TAKEOVER AND \$1,573.2M
INCREMENTAL
- . INCREMENTAL SPENDING INCLUDES \$84.6M FOR EXTRA
POSTING ON 14' X 48' BULLETINS

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MARLBORO COUNTRY STORE MEDIA PLAN

COST SUMMARY

TOTAL MEDIA SPENDING FOR MCS LAUNCH AT \$11.7MM

	<u>TOTAL COST \$(MM)</u>
PRINT	
MAGAZINES	\$3,991.4M
ROP	4,460.0
MILITARY	64.6
ALTERNATIVE	<u>83.4</u>
 PRINT TOTAL	 <u>\$8,599.4M</u>
 OOH	
BULLETINS (MAINLINE TAKEOVER)	\$512.8M
POSTING FEE	84.6
 INCREMENTAL	
30-SHEET (OOP+TAKEOVER)	\$1,989.9
BULLETINS (OOP)	35.3
TAXI TOPS	137.4
BUS SHELTERS	<u>341.2</u>
 OOH TOTAL	 <u>\$3,101.2M</u>
 GRAND TOTAL	 <u>\$11,700.6M</u>

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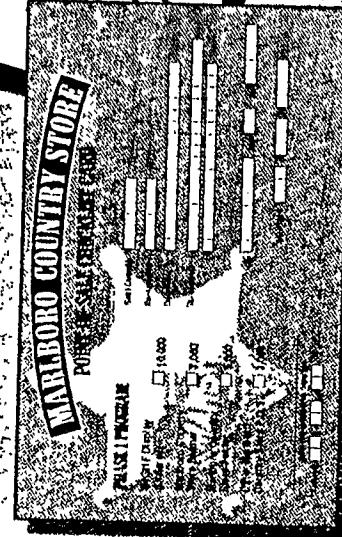
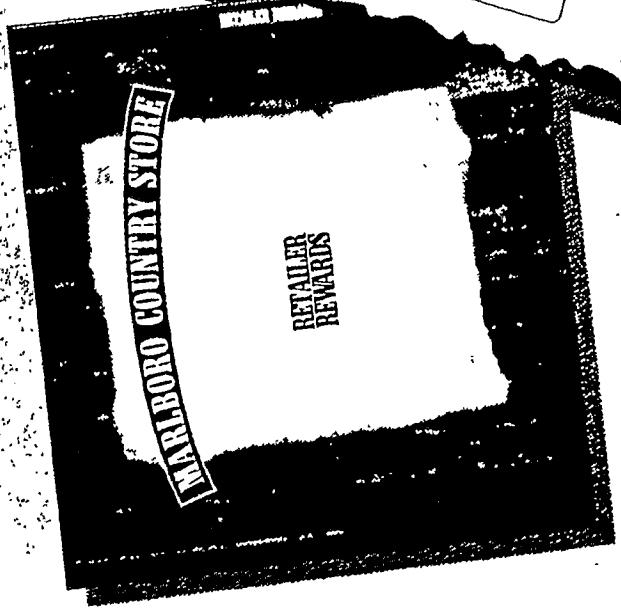
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TRADE PROGRAM

2041865128

RETAILER REWARDS



BUSINESS REPLY
RETAILER REWARDS ENROLLMENT CARD

POINT-OF-SALE CHECKLIST CARD

2041865129

RETAILER REWARDS PROGRAM

Overview

Retailer Rewards is a program that rewards Retail Master Accounts with Marlboro Country Store (MCS) merchandise.

Similar to Aisles for Miles, retailers receive points for POS displayed in their store. A key difference, however is that the Retailer Rewards program has additional ways to earn points. One way is when a consumer places an order from a MCS catalog obtained at retail, the participating retailer earns points. Retailers can keep catalogs available by calling 1 800 577-3777 to order more catalogs.

The more points a retailer accumulates, the more valuable the merchandise that can be ordered. Retailers are encouraged to sign up early, display MCS POS and stock catalogs. The program runs the duration of the MCS promotion.

Objectives

- Encourage Retail Master Accounts to partner with PM
- Encourage placement of POS
- Maintain catalog availability at retail
- Sustain promotional presence at retail

Program Highlights

Timing:	May 1994 - February, 1995
Scope:	National
Penetration:	Retail Master Accounts
Offer:	Redeem points for merchandise
Participation:	Retail Master Accounts (112,000) Direct store shipment Sign up participation

Program - Front End

A sell sheet detailing the Retailer Rewards program with a sign up card is provided to the field sales force in the Marlboro Country Store introductory package, the week of March 7, 1994. (Additional sell sheets can be ordered via The IVR system.) Sales representatives present the Retailer Rewards program to Retail Master Accounts during the March/April MCS sell-in. Retail Master Accounts must sign up in order to participate in the program. Stores can participate at a store level or at a chain headquarters level.

Retail Master Accounts that initially sign up for the program receive 3,000 start up points. In order to maximize participation, another sign up postcard may be mailed in July, to Retail Master Accounts that have not signed up for the program. Retail Master Accounts that sign up on or before July 1, receive 3,000 start up points. Retail Master Accounts that sign up between July 2, and September 1, receive 1,000 points. After that time, Retail Master Accounts can sign up but will not receive start up points. Retail Master Accounts can request a sign up form by calling 1-800 577-3777.

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In addition to the start up points, Retail Master Accounts can earn points by displaying MCS POS. Sales representatives have a POS checklist that awards points for every piece of material placed in the store. Sales representatives record the POS material, mail the postage paid card and the points are credited to the store. Sales representatives fill in the store's address and retail control number even if a chain is participating at the headquarters level.

POS points are awarded at specific times throughout the MCS promotion, in May/June, in August/September and in October/November. In May/June, Retail Master Accounts can receive up to 25,000 points by placing the following materials at retail:

<u>Item</u>	<u>Points</u>
B4G1F Display	10,000
Banner	7,000
Poster	5,000
Other POS	3,000

The third way that Retail Master Accounts can earn points is by keeping MCS catalogs available for customers. Catalogs issued to Retail Master Accounts have an O'CRA code that links a consumer order back to the store where the consumer picked up the catalog. Retail Master Accounts receive 1,000 points for every consumer order made from a catalog distributed at their store. When retailers are close to running out of catalogs, they call 1 800 577-3777 to order more catalogs. All retailers can call the retail 800 number to reorder catalogs. Catalogs will be sent to the store within two weeks.

Participating Retail Master Accounts receive 2 statements. The statements are issued in August and at the end of the program. Each statement details the number of points that a participating Retail Master Account has accumulated. Retail Master Accounts use the order form located on the statement to redeem the points for merchandise. The points can be redeemed anytime after the first statement is issued. Retail Master Accounts can request additional order forms via the retail 800 number.

The merchandise available and the points required to redeem are:

<u>Item</u>	<u>Points Required</u>
Brand M Cap	5,000
Marlboro Brass Lighter:	10,000
Marlboro Denim Shirt	25,000
Leatherman Tool	50,000
Marlboro Barn Jacket	75,000

Accordingly, a Retail Master store with 75,000 points has several ways to redeem the points. The participating store can order a Marlboro Barn Jacket or a Marlboro Denim Shirt and a Leatherman since both items total to 75,000 points. The store cannot request 15 Marlboro Caps since a participating retailer cannot receive more than 3 items per store, during the length of the Retailer Rewards program. Chain account orders are based upon the number of stores in the chain. For example, a chain with ten stores participating at the headquarters level can order a maximum of thirty items.

Participating retailers complete and mail the order form to Neo Data. The request is fulfilled, and the merchandise is sent to the retailer. The Retailer Rewards program ends two months after the last MCS consumer order is accepted.

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Program - Back End**Sell Sheet**

Program details and available merchandise are provided in a Retailer Rewards sell sheet. The sell sheet includes a postage paid sign up card and instructs retailers to call 1 800 577-3777 before they run out of catalogs. Sales representatives can order sign up cards via the IVR system (kit #76722).

Program Participation

Retail Master Accounts must sign and return the form on the sell sheet to participate in the program. Retailers must indicate whether they are participating at a store level or at a chain headquarters level. The postcard is mailed to a Tempe, Arizona P.O. Box and forwarded to Neo Data who records and maintains a list of participating retailers. A list of accounts participating at the chain headquarters level is forwarded to the PM sales organization for verification.

Retailer Reward sell sheets are available at Neo Data in the event that retailers inquire about signing up. Retail Master Accounts may sign up at any point during the promotion. CSRs verify that the stores is not already participating at the chain level before sending a sign up card. Non Retail Master Accounts are instructed to contact their sales representative for information on becoming Retail Master Accounts. Signatures are archived by Neo Data as proof of participation.

Sign up Mailing (Neo Data-Des Moines)

A sign up mailing to Retail Master Accounts may occur in July depending upon the number of Retail Master Accounts that have signed up. Neo Data will issue the mailing. Retailer Masters who have signed up will be excluded from the mailing.

Consumer Order Form Tracking (Neo Data-Ireland)

Data entry occurs after verification so that only valid consumer orders are credited to a retailer. The OCRA code is recorded and linked back to the retailer that received the sequence of coded catalogs.

Catalogs (Madden)

All catalogs are either coded or non coded. Coded catalogs are sent to Retail Master Accounts and non coded catalogs are sent to non Retail Master Accounts. Coded catalogs have an 8 digit, zero filled, OCRA code printed on the back panel. The OCRA code is located in a 1-5/8" x 5/8" white box situated perpendicular to the spine.

Two catalog versions (deluxe and mini) are distributed during the promotion. Mini catalogs are distributed via the retail 800 number while deluxe catalogs are distributed with POS materials via the IVR system. Both catalogs contain all the MCS items and a consumer order form.

Retailer Database Management (Richmond)

PM Richmond provides Neo Data-Boulder with nightly updates to the retail database based upon the SPACE database. The retail database, located at Neo Data-Boulder, contains a chain affiliation and headquarters address in the event that a chain elects to participate at the headquarters level. CSRs have the ability to verify on screen whether a chain is participating at the store level or at headquarters level.

May Phase I (PMExpress)

Sales representatives order separate POS kits for Retail Master Accounts and non Retail Master Accounts via the IVR System at PMExpress. Coded catalog are included in the POS kit for Retail Master Accounts and non coded catalogs are included in the POS kit for Non Retail Master Accounts. The kit number for Retail Master Accounts is #76574 while the kit number for Non Retail Master Accounts is #76606. PMExpress tracks the OCRA code and records the name, address and retail code of the Retail Master Account receiving the Retail Master kit.

Coded catalogs can only be sent as a direct store shipment. Depots and warehouses receive non-coded (non Retail Master kits) since the stores ultimately receiving the catalogs cannot be tracked. The IVR system is programmed to prevent Retail Master kits from being sent to depots.

Data Transmission (Madden to Neo Data-Boulder)

Madden transmits phase I shipment information weekly (on Friday) to Neo Data-Boulder via the network through Richmond. The information includes total number of records sent, retailer control number, store address and catalog codes.

Phase II and Phase III Transmissions (Madden to Neo Data-Boulder)

Subsequent transmissions are necessary in August (phase II) and in October (phase III) as catalogs are distributed during both phases. Similar to May, sales representatives order coded catalog kits for Retail Master Accounts and non coded catalog kits for Non Retail Master Accounts via the IVR System.

POS Points (Neo Data-Tempe)

Sales representatives, record the POS materials seen at retail on a postage paid postcard and mail in the card. The postcards are forwarded to Neo Data-Tempe and the participating retailer is credited with the points. POS checklist cards occur in three waves, May/June, August/September and October/November. Only one POS checklist card is accepted per store during each wave. The first POS checklist card is valid until July 31, 1994.

Catalog Orders 1 800 577-3777 (Neo Data-Tempe)

All retailers can order catalogs and take one holders by calling the retail 800 number. Callers that are not retailers, are instructed to call 1-800-Marlboro. Retail callers provide their 6 digit retail number for verification. If retailers are not aware of their retail number, zip code, phone number and address are used to access the retailer control number.

Consumer service representatives differentiate between Retail Master Accounts and Non Retail Master Accounts. Retail Master Accounts receive coded catalogs and non Retail Master Accounts receive non coded catalogs. Scripts have been written to anticipate retailer questions and concerns.

Two separate catalog limitations exist, one per telephone call and the other over the life of the program. Both limitations are flexible and can be modified throughout the life of the program. During an individual telephone call, retailers with a CPW from 1-499 can order 1 box of catalogs (50 catalogs) while retailers with a CPW equal to or greater than 500 can order up to 2 boxes of catalogs (100 catalogs). Catalog orders are being monitored to determine when the limitation needs to be modified. Currently, a retailer may order catalogs up to 20 times during the program. When 8MM catalogs have been distributed, a new limitation may be implemented based upon the number of retail callers using the retail 800 number to request catalogs.

Catalog Fulfillment (Neo Data-Des Moines)

Catalog orders are fulfilled such that a retailer receives catalogs within two weeks. The catalog codes and retailer information is entered into the retail database before the catalogs are sent to the retailer.

Statement Generation/Mailing (Neo Data-Des Moines)

Retailer statements detailing total accumulated points are generated in August and at the end of the program. Statements are only issued to Retail Master Accounts who have completed a participation form and have points. Chain accounts participating at the headquarters level will receive a statement at the headquarters address.

Reward Claims (Neo Data-Des Moines)

The bottom portion of the statement contains a rewards claim form. Extra claim forms can be requested through the retail 800 number. Once an order is processed the points are deducted from the account. Awards can be claimed at any time after the first statement in August. CSRs can access an account if a retailer calls and inquires about number of points accumulated to date.

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Reward Fulfillment (Neo Data-Des Moines)

A retailer (retail location) may order up to three items during the life of the program. Chain accounts participating at the headquarters level can order according to the number of stores in the chain. A store with 5 stores can order a total of 15 items during the life of the program. A form letter is issued if a retailer exceeds the item limitation. Retailers are instructed to allow 10-12 weeks for delivery. The five items that a retailer can redeem points for are:

<u>Item</u>	<u>Points Required</u>
Brand M Cap	5,000
Marlboro Brass Lighter:	10,000
Marlboro Denim Shirt	25,000
Leatherman Tool	50,000
Marlboro Barn Jacket	75,000

Forecast (Purchasing)

The items for the Retailer Rewards program are the same items as available to consumers. The items must be available at Neo Data-Des Moines by early July since statements are sent to retailers in August, and Retail Master Accounts can redeem points after the initial statement. The quantities detailed below are in addition to the consumer forecast:

<u>Item</u>	<u>Quantity Forecast</u>
Brand M Cap	38,500
Marlboro Brass Lighter:	41,800
Marlboro Denim Shirt	35,400
Leatherman Tool	6,200
Marlboro Barn Jacket	12,600

Reporting (Market Research)

Weekly and monthly status reports will be issued. Areas of interest include catalogs ordered, retailer sign up, accumulated points by vehicle (sign up/POS/catalog), orders redeemed, merchandise redeemed and items fulfilled. Non Retail Master information may be desired as a control variable on a less frequent basis.

Timing (All Parties)

The Retailer Rewards program officially starts May 1, 1994. All elements of the program must be tested and in place by April 18, 1994. A recorded message is installed by February 28, 1994 in the event that a retailer calls 1 800 577-3777 to inquire about the program.

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RETAILER REWARD KEY INFORMATION

FACTS

Total Retail Stores 1993	216M
Retail Master Stores	112M
Non Retail Master Stores	104M

Total CPW 1993	45MM
Retail Master CPW	27MM
Non Retail Master CPW	18MM

Catalog Mix (Actually Distributed)

	<u>MAT</u>	<u>%</u>	<u>MCS</u>	<u>%</u>
Retail	115.0MM	72%	48.0MM	50%
Media	27.0MM	17%	28.0MM	30%
Direct	13.5MM	8%	9.0MM	10%
Vans Events	2.3MM	1%	1.0MM	1%
Fulfillment	2.7MM	2%	8.6MM	9%
Total	160.5MM	100%	94.6MM	100%

Retailer Participation Aisles Mile I (18,529)	16%
Retailer Participation Aisles Miles II (16,192)	14%

ASSUMPTIONS

Total MAT orders projected	6.7MM
MAT orders to date	4.7MM
MAT orders from Retail	3.7MM

MCS orders projected	4.7MM
MCS orders from Retail	2.3MM
Retail orders from Retail Master Accounts	1.8MM

Retail Master Accounts ordering merchandise	46%
Maximum # Items Ordered per store	3

Total Deluxe Catalogs at Retail	31.9MM
Coded Deluxe Catalogs at Retail	18.75MM
Non Coded Deluxe Catalogs at Retail	13.15MM

May Phase I Allocation (100 cat/store)	25.15MM
August Phase II Allocation (50 cat/store)	6.75MM

Total Mini Catalogs for Retailer Rewards	14.9MM
Coded Mini Catalogs for Retailer Rewards	9.9MM
Non Coded Mini Catalogs for Retailer Rewards	5MM

# Boxes (50 cat/box)	298M
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RETAILER REWARD KEY CONTACTS

PHILIP MORRIS

Brand

Nancy Parmet	(212) 878-2216
Tracy Young	(212) 880-3732

Customer Service

Janice	(212) 880-3751
Jeanine Restivo	(212) 878-2735

Fulfillment

Kathy McMahon	(212) 880-3847
John Trojanowski	(212) 880-3360

IS

Reggie Potts	(212) 880-3193
Jim Royall	(212) 880-5004

IS Richmond

Jim Conner	(804) 220-6658
Mike Dennis	(804) 220-5693
Gibson Phillips	(804) 220-6647
Bob Rice	(804) 220-3221
Frank Williams	(804) 220-6605

Logistics

Gerard Cardillo	(212) 878-2585
Rob Huckfeldt	(212) 878-2925

Marketing Services

Marla Antonoff	(212) 880-3911
Bruce Huffine	(212) 878-2487
Renee Sirmons	(212) 880-3282

Research

Paula Sica	(212) 880-3676
Roy Whalen	(212) 880-3892

Sales

Frank Alfieri	(212) 878-2450
Jack Mansmann	(212) 880-3342

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RETAILER REWARDS KEY CONTACTS

MADDEN

Mary Anne Meade	(212) 880-4117
Jim Mitchie	(708) 775-3513
Art Wilkins	(708) 775-3504

MSA

Trish Alleyne-Chin	(212) 880-3404
Lisa Bautista	(412) 362-2000
Nidhi Gangwar	(415) 362-2000

NEO DATA

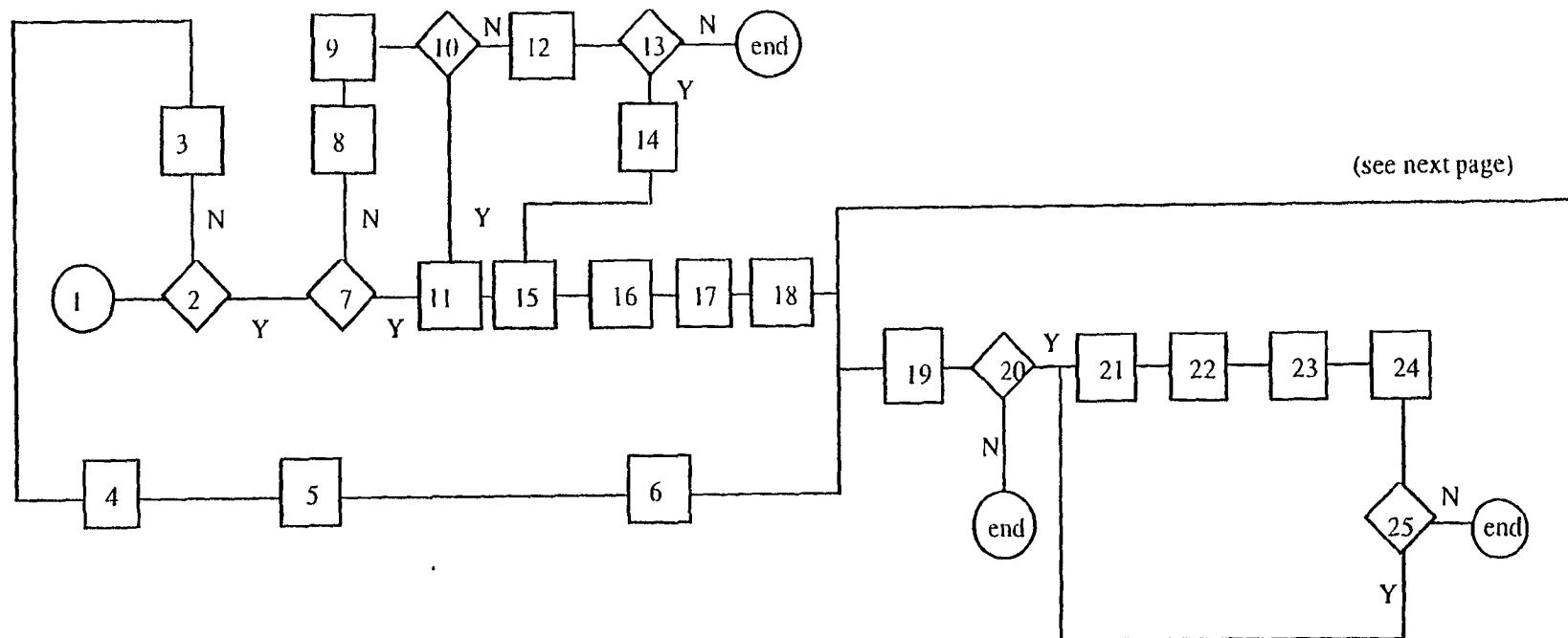
Brian Burgett	(515) 237-4087
Mike Davidson	(515) 237-4840
Rich Edwards	(515) 237-4800
Tina Kindred	(515) 237-4745
Mike Moore	(515) 237-4890
Chris Warwick	(515) 237-4744
Barb Waller	(515) 284-2092

HADLEY GROUP

Sue Draddy	(212) 714-2550 x216
Dan Thomas	(212) 714-2550 x154

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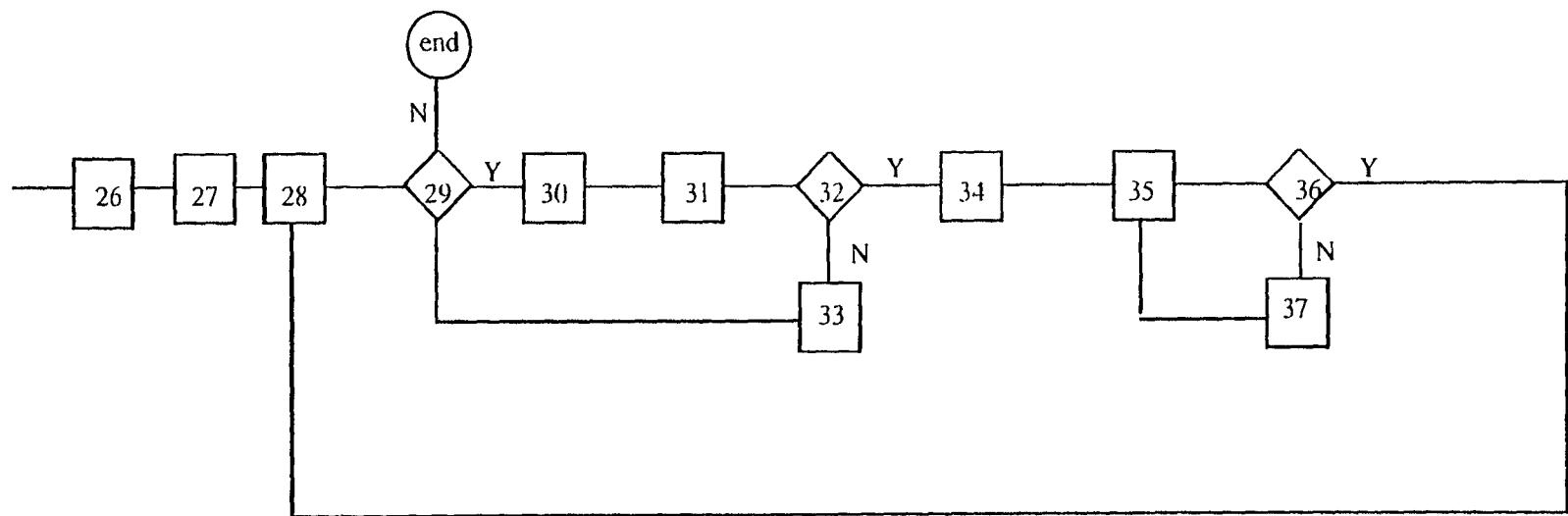
RETAILER REWARDS FLOW CHART



Retailer Rewards

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RETAILER REWARDS FLOW CHART



Retailer Rewards

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SALES KICKOFF

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SALES KICK-OFF PROGRAM



2041865142

"ROUND-UP WEEK"

MARLBORO COUNTRY STORE

MARLBORO COUNTRY STORE "ROUND-UP WEEK"

WEEKS OF MARCH 7 & 14

First Steps

- NYO list of Grade 8 and above personnel was generated from HR.**
- A memo was sent to all NYO Department Heads with list.**
- Departments are to return the list noting participation of individuals reporting to them (by March 21, 1994).**

- * Completed**

March 28, 1994

2041865143

MARLBORO COUNTRY STORE "ROUND-UP WEEK"

WEEKS OF MARCH 21 & 28

Next Steps

- Compile NYO personnel list of participants.**
- Make Unit assignments from NYO participant pool.**
- Add Region personnel planning to participate.**
- Determine the number of people needed from Richmond and Operations to complete Unit assignments.**
- Contact Mark Suter to co-ordinate the Richmond and Operations participation list.**

March 28, 1994

2041865144

MARLBORO COUNTRY STORE "ROUND-UP WEEK"

WEEK OF APRIL 4

Confirmation

- Send memo to NYO participants to request confirmation (deletions only).**

March 28, 1994

2041865145

MARLBORO COUNTRY STORE "ROUND-UP WEEK"

WEEK OF APRIL 11

Confirmation

- Contact all Round-Up Week participants and field sales personnel via memo with Unit assignments and program details.**

March 28, 1994

2041865146

MARLBORO COUNTRY STORE "ROUND-UP WEEK"

WEEKS OF APRIL 18 & 25

Re-assignment

- Handle cancellations and replacement requests.**
- Participants contact Unit Manager via E-Mail, Octel or telephone to plan travel arrangements, (i.e. motel, car, etc.)**

March 28, 1994

2041865147

MARLBORO COUNTRY STORE "ROUND-UP WEEK"

WEEK OF MAY 16

Send-Off Week

- **Send out final communication to participants with any reporting instructions and program objectives.**
- **New York gathering of all Round-Up Week participants.**
- **Richmond meeting to kick off Round-Up Week.**

MARLBORO COUNTRY STORE "ROUND-UP WEEK"

WEEK OF MAY 23

Round-Up Week

- **Travel to assignments Monday morning and work in the field Monday afternoon, Tuesday, Wednesday and Thursday morning. Attend Unit meeting Thursday afternoon.**
- **Travel home Thursday afternoon.**

2041865149

March 28, 1994

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Select NYO and Richmond Personnel **DATE:** April 6, 1994
FROM: Trade Marketing/Jack Mansmann
SUBJECT: MCS "Round-Up Week" - May 23 - 26, 1994
- Participant Listing and Unit Assignments

Marlboro Country Store is kicking off in May! We have planned the MCS "Round-Up Week" inviting NYO and Operations personnel to participate in one of the biggest promotions in PM USA's history during **May 23 - 26, 1994**. Your participation has been approved by your department head and is required to help the Sales Force make this one of the most successful promotions ever.

Participants should make arrangements to meet their assigned Unit Managers on **Monday, May 23, 1994, no later than 12 noon**. Participants can look forward to working with Sales Reps in the Field Monday afternoon through Thursday morning, **May 26, 1994**. Please plan to attend Unit meetings on Thursday afternoon, to celebrate "Round-Up Week" experiences with your Unit. Participants should plan their return travel after the conclusion of Unit Meetings.

Please be advised that all Unit assignments have been finalized and are outlined on the attached listing. Any exchange of Unit assignments must be handled exclusively between participants and confirmed via MS Mail to my attention. Please plan your schedule accordingly to participate in this initiative and contact me via MS Mail or at (212) 880-3342 by **Monday, April 11, 1994**, with any issues.

Additionally, all expenses associated with this initiative must be charged to your department's travel budget.

Thanks for your cooperation in making this a great experience for everyone. Look for more details soon.

cc: F. Alfieri
B. Reuter

HARD COPIES PROVIDED BY NYO TO SELECT NYO AND RICHMOND PERSONNEL. FOR INTERNAL USE ONLY.

DOC. #322

2041865150

OCTEL NUMBER	LAST NAME	FIRST NAME	CITY	ST	LAST NAME	FIRST NAME	PHONE EXTENSION
420400	ADAMS	CATHY	LIVONIA	MI	Abbruscato	Camille	2006
132100	AJHAR	GARY	BETHLEHEM	PA	Agopian	Hilda	1284
232600	WILHELM	ANNE	VESTAVIA	AL	Aigner	Norman	R-5540
531000	BLANCO	MICHAEL	PLEASANTON	CA	Alfieri	Frank	2450
351100	ALCALA	SAMMY	ABILENE	TX	Altschul	Sue	3351
121300	MITTEER	GLEN	ALLEGANY	NY	Amado	Joe	L-1566
511200	MELTON	PEGGY	SPRINGFIELD	OR	Amerson	Polly	3265
532100	ALLEN	TERI	BAKERSFIELD	CA	Ando	Karen	3131
440200	VILLWOCK	JEFFREY	SPRINGFIELD	IL	Andreacchi	Marge	3621
241600	KELLY	CAROLE	TAMPA	FL	Anise	Roy	2829
242300	AMMONS JR	BOBBY	GAINESVILLE	FL	Anton	Mark	3438
430100	ANDERSON	SANDRA	LEXINGTON	KY	Antonoff	Maria	3911
351300	ANDREWS	JOEL	MIDLAND	TX	Arwady	Marge	3466
221200	VIGNONE	FRANK	RALEIGH	NC	Auchmoody	Blake	2792
441300	ARCINIEGA	ROBERTO	RIVER FOREST	IL	Badrudeen	Judy	2792
111100	GEPPNER	TIMOTHY	CHARLTON CITY	MA	Bahou	Nick	3591
422000	TURLEY	ROBIN	KALAMAZOO	MI	Barrington	Marty	R-5201
421300	ARMSTRONG	RANDY	SAGINAW	MI	Beran	David	3307
330800	ARNISON	JANE	LINCOLN	NE	Berd	Elliot	2334
321400	ATKINSON III	SAMUEL	LITTLE ROCK	AR	Brenson	Donna	2287
222000	DAVIS	GLENN	PAWLEYS ISLAND	SC	Berkowsky	William	3786
232000	AUSTIN	TIMOTHY	NASHVILLE	TN	Berner	Vicki	2866
361400	AUSTIN	BRIAN	SAN ANTONIO	TX	Bishop	Micky	2807
451600	BAILEY	KATHLEEN	WEST BENDE	WI	Bittner	William	4058
542500	EVARIKOU	CHARLES	SAN DIEGO	CA	Blohm	Susan	2998
331200	BAINTER	LOUIS	SHAWNEE MISSION	KS	Blumenson	Gail	2741
241500	BAKER	JOHN	PALM HARBOR	FL	Bonhomme	Jeanne	1115
221600	POWELL	IRVIN	COLUMBIA	SC	Bonner	Harmon	R- 29
233500	POWE JR	ERNEST	MACON	GA	Bonomo	Thomas	R-3162
231200	BEARDEN	KENNETH	KNOXVILLE	TN	Brammer	Charlie	R-7528
221000	BALDRIDGE	MICHAEL	RALEIGH	NC	Breiling	Nancy	2750
133000	BRATTON	DAVID	NEW MILFORD	CT	Brennan Lund	Nancy	3451
531500	BARBERA	TIMOTHY	MODESTO	CA	Broeman	Ina	2836
541900	BARCZI	BARNA	SAN DIEGO	CA	Brownell	Sandra	3376
241900	BASCH	JAMES	TALLEVAST	FL	Bruce	Emily	2435
242100	GREEN	STEVEN	JACKSONVILLE	FL	Bruno	Don	3346
360900	ROBERSON	RAYMOND	HOUSTON	TX	Brutus	Stacy	309100
441200	BOSS	DIANE	PALOS HEIGHTS	IL	Buccarelli	Richard	2136
420300	EVANS	MAURIAN	LIVONIA	MI	Bunte	Ken	3447
510300	BEAR	BENJAMIN	BELLEVUE	WA	Burrows	David	3482
360200	RODEN	BRAD	SPRING	TX	Camfield	Nick	308100
441100	SMIEGOWSKI	KRAIG	GLEN ELLYN	IL	Camisa	Richard	3591
531000	BLANCO	MICHAEL	PLEASANTON	CA	Cardillo	Gerard	2585
540100	BEESON	KATHLEEN	AGOURA HILLS	CA	Carpenter	Lenny	3258
421500	BENTON	DANA	TRAVERSE CITY	MI	Carrao	Tara	4048
411500	NAGLE	MARK	NORTH OLMFSTED	OH	Case	Barry	R-3787
240100	SARDINA	HERBERT	DEERFIELD BEACH	FL	Cavallo	Peter	2011
131100	BERG	LOUIS	WESTBURY	NY	Chakin	Karen	3358
112300	DEANGELIS	PAUL	NORTH KINGSTOWN	RI	Chaump	Joseph	3421
241100	BIBBY	STEPHEN	OCALA	FL	Ciccarelli	Joseph	3754
131600	BLAKE	RONALD	KEYPORT	NJ	Cimine	Diane	4069
412200	WEST	DIANE	FAIRMONT	WV	Clary	John	200000
232100	ROTHROCK	SHEILA	HUNTSVILLE	AL	Cochran	Tim	3348
120500	REEVE	DENNIS	WEST PARK	NY	Cochrane	David	2959
220700	BLANKENSHIP	ANDREA	CHARLOTTE	NC	Codella	Margaret	3983
322300	BOONE	HARLEY	TUPELO	MS	Cohen	Maria	2057
350300	GOODE	JENNIFER	PLANO	TX	Cohen	Carl	3750
541700	MARCIK	RONALD	SAN CLEMENTE	CA	Cohen	Denise	3415
231900	WALL	VICKIE	NASHVILLE	TN	Coleman	Warren	R-7582
131200	WILKINSON	RUSSELL	COLLEGE POINT	NY	Copeland	Joe	108100
242600	WADE	JOSEPH	LEESBURG	GA	Counts	Phyllis	2785
321200	BATEN	MARY	MONROE	LA	Cozzetto	Steven	3325
130200	BOWEN	JOHN	SAINT JAMES	NY	Cryan	Joan	4046
360500	BOWEN	RANDALL	SPRING	TX	D'Allesandro	Giuseppe	2838
232300	SHIPMAN JR	WILLIAM	CULLMAN	AL	Daniels	Richard	3526
232400	MCARTHUR II	JAMES	GADSDEN	AL	Dannenburg	Warren	R-7586
231600	BOWERS	GLORIA	NASHVILLE	TN	Danagan	Karen	4146
510200	SMITH	ELDON	COUPEVILLE	WA	Davis	Nancy	2893
241700	DONNELLY JR	GEORGE	LAKELAND	FL	Davis	Mike	R-5637
120200	VACANT		PLATTSBURGH	NY	Davis	Danny	R-7965
120800	VIGNONE	FRANK	LIVERPOOL	NY	Davis-Blake	Jill	2501
351000	PENSON, JR.	ELBERT	DALLAS	TX	Day	Jim	305100

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OCTEL NUMBER	LAST NAME	FIRST NAME	CITY	ST	LAST NAME	FIRST NAME	PHONE EXTENSION
112000	GOSS JR	ALBERT	CHESHIRE	CT	Dean	Ron	R-3798
111500	MORSE	ROBIN	PEMBROKE	MA	DeBlasio	James	R-2479
421600	BOWMAN	ORLIN	MARQUETTE	MI	Dimitria	Mark	2608
411800	MILLER	JEFFREY	AMHERST	OH	Dixon	Audrey	R-5165
441500	MCADOO	JANICE	HOBART	IN	Donohue	Christine	2879
130800	BRANIGAN	BRIAN	PARK RIDGE	NJ	Dorr	William	3222
430800	BRANNON JR	JAMES	LOUISVILLE	KY	Drisco	Gayle	2554
131700	TELEGADIS	FRANK	MIDDLETOWN	NJ	Dzunila	Ronald	3381
322000	CISSELL	PHILLIP	MEMPHIS	TN	Eastburn	Gary	3468
231000	SKEEN	EDDIE	NICKELSVILLE	VA	Egan	Beth	208100
542300	BREDEMBERG	JOANN	ROSSMOOR	CA	Eibon	Jeanne	3491
241400	BREHEIM	ROBERT	PALM HARBOR	FL	Eisen	Karen	3594
431900	BRIGGS	THOMAS	PERRYSBURG	OH	Ellis	Natalie	2185
211200	NEDIMYER	KENNETH	HAGERSTOWN	MD	Emler	Jaye	3665
230500	WANNAMAKER	MICHAEL	DECATUR	GA	Ewan	Robert	R-5298
331900	BRISTOW	BRUCE	LAWTON	OK	Fadus	Charles	3069
360700	BROCK	MARTHA	HOUSTON	TX	Falvo	Jerry	3712
361500	ZAMARRIPA	EDWARD	SAN ANTONIO	TX	Farniss	Michael	R-7450
130900	BROCKING	STEVEN	FOREST HILLS	NY	Fashola	Denise	2279
541000	BROFMAN	BRETT	HERMOSA BEACH	CA	Fernandez	Pascal	2410
241200	BUTLER	MELVIN	HEATHROW	FL	Ferrin	Robert	3416
141000	BUFANO	JOYCE	BLANDON	PA	Fierstein	Susan	3281
350200	WAGNER	CATHY	LEWISVILLE	TX	Finch	Charles	300000
330200	BURGER	JON	CEDAR RAPIDS	IA	Fitzgibbon	Michael	3088
210200	BURKE	LAURA	SEVERNA PARK	MD	Floam	Dennis	3673
431500	BUSS	RONALD	FORT WAYNE	IN	Fontanez	Jose	2361
133600	MCMAHON	JOHN	POMPTON PLAINS	NJ	Fox	Richard	R-3486
221800	BUTLER	WILLIAM	FLORENCE	SC	Frederick	Elizabeth	3315
410400	BRYANT	WAYNE	MILFORD	OH	Fuller	Stuart	3562
242000	CAMPBELL	BRADLEY	FT. MYERS	FL	Funes	Laurie	3336
521600	WYNN	MICHAEL	SANDY	UT	Fusco	Raymond	3297
130500	CAREY	JOHN	LEVITTOWN	NY	Garguilo	Thomas	2343
311000	RICHARDS	KENNETH	ROUND ROCK	TX	Gamer	Gary	R-4774
211700	PURYEAR	SAMUEL	MIDLOTHIAN	VA	Gartenberg	Michael	2348
420600	CARR	LEO	LIVONIA	MI	Gawronski	Edward	3283
331600	POULOS	TODD	WICHITA	KS	Gee	Edward	2993
440300	ROPER	JEFFREY	PEORIA	IL	Gennaro	Mary	2762
121400	CASSELL	DENNIS	ERIE	PA	George	Jonathan	2266
531100	SCHENK	JAMES	OLYMPIC VALLEY	CA	Gilbert	Jacqueline	2805
210800	ONACHILA	CARL	FREDERICKSBURG	VA	Glanz	Ed	205100
221500	CHANDLER	ALEXANDER	FAYETTEVILLE	NC	Glaeslein	Harvey	3629
511400	CHAPMAN JR	PAUL	BILLINGS	MT	Godwin	Tom	2316
320800	CHEEKS-GRIFFITH	OLIVIA	RICHLAND	MS	Gelfarb	Arthur	2472
411100	WYNN II	JAMES	DUBLIN	OH	Goodman	William	R-7545
530700	BREAKFIELD	DEBRA	GILROY	CA	Gordon	Mary	3855
321600	CHOUCOUTOU	MITCHELL	SHREVEPORT	LA	Gordon	Rebecca	2369
331100	NELSON	MISHELL	OVERLAND PARK	KS	Gotti	Robert	3419
110100	MCEWEN	KEVIN	BREWER	ME	Grande	Mike	104100
321100	SANDEFUR	ROBERT	NATCHEZ	MS	Green	Rita	308300
222300	STAFFORD	TRACIE	GREENVILLE	SC	Greene	Julie	2945
430500	COODE	DAVID	LOUISVILLE	KY	Gross	Deane	3476
232900	COOK JR	WILLIAM	MOBILE	AL	Gurry	Nancy	3588
412300	COSTELLO	DOREEN	MUNHALL	PA	Halpern	Manan	3204
242400	CREWS	TERRY	TALLAHASSEE	FL	Harvey	Allen	3779
320700	COYNE	SUSAN	LAKE CHARLES	LA	Harvey	Charles	3634
120100	WOODHEAD	JOHN	RUTLAND	VT	Harwood	Hunter	108300
121100	MATELA	JOSEPHINE	BROCKPORT	NY	Haynes	Jen	R-7145
411900	CRICHTON	MARK	POLAND	OH	Hecht	Jeffrey	3517
130100	CUNNINGHAM	JACQUELYN	MILLER PLACE	NY	Heironimus	John	3380
121200	OATMEYER	JOHN	CHEEKTONWAGA	NY	Hendrick	Laurence	4124
321500	CURTIS	RANDY	LITTLE ROCK	AR	Henriques	Peter	4162
211100	STIRLING	ROBERT	WINCHESTER	VA	Herbert	Buck	209500
412000	DALONZO JR	ROCCO	EVANS CITY	PA	Herman	Lauren	2416
211900	SCHREFFLER	ROBERT	RICHMOND	VA	Herring	Matt	R-3718
212100	MERGLER	ANDREW	CHESAPEAKE	VA	Hill	James	R-5870
310600	DAMICO	ANTHONY	COLUMBIA	MD	Hillis	Michele	2967
110900	DAMON	THOMAS	ACTON	MA	Hopkins	Barry	3146
320500	CASCIO	SAMUEL	BATON ROUGE	LA	Horton	Samuel	3238
231400	DAVIS	CAROLINE	HARRISON	TN	Huaman	Alicia	3443
310900	QUALLS	LORI	JONESBORO	AR	Hubbard	Bob	R-3323
241000	WALMSLEY	RUSSELL	HEATHROW	FL	Huckfeldt	Robert	2925
221400	DAWSON	LYNDA	KINSTON	NC	Hughes	James	3181

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OCTEL NUMBER	LAST NAME	FIRST NAME	CITY	ST	LAST NAME	FIRST NAME	PHONE EXTENSION
310300	PANHORST	ROBERT	ST LOUIS	MO	Humphrey	Sabrina	308401
111800	NEBOSKY	PAUL	S. DEERFIELD	MA	Ince	Daryl	3658
131400	KELLY	FRANK	GREENWICH	CT	Insh	Michael	3123
331700	SARGENT	GREGORY	OKLAHOMA CITY	OK	Isaacs	Jerome	3595
540400	GARCIA	MICHAEL	VALENCIA	CA	Janetta	Susan	3807
230800	HORRES	RICHARD	TUCKER	GA	Johnson	Craig	3578
240500	CARNEY	JOHN	WEST PALM BEACH	FL	Johnston	Gerard	2980
120900	DIGLIO	MICHAEL	SYRACUSE	NY	Jones	Veronica	2597
140700	MAXWELL	JOHN	WARMINSTER	PA	Jones	Barbara	R-5660
111400	DONAHUE	GERALD	FOXBORO	MA	Joyce	Carmella	2509
360600	ISLES	LARRY	HOUSTON	TX	Joyce	Edward	2899
110600	MAUCERI	ROBERT	DERRY	NH	Keane	Tony	109500
350800	KEMP	SARA	DALLAS	TX	Keim	Thomas	4077
130400	TASCARELLA	JOSEPH	ROCKY POINT	NY	Kelly	Molly	109502
350900	MITCHELL	HUBERT	ROWLETT	TX	Kennard	Thomas	304100
231100	DONALDSON	HERBERT	JOHNSON CITY	TN	Keshner	Michael	2304
361200	SHEPARD	REX	AUSTIN	TX	Kleiman	Jeanne	3611
111600	HILLS	ILENE	DANVERS	MA	Kirkman	Sheri	2614
531800	DOYLE	DAVIDA	FRESNO	CA	Knuff	Ketrina	2239
231800	DRUEN	GERALD	BOWLING GREEN	KY	Kong	Eric	3689
411300	DUBINSKY	PAULA	BRECKSVILLE	OH	Kornbluth	Phyllis	3219
211500	HAMLETT	KENNETH	VINTON	VA	Kosco	Leonard	R-2371
431400	DUGGER II	WILLIAM	GRANGER	IN	Kruk	Bob	2710
130700	APOLLONIO	STEVEN	STATEN ISLAND	NY	Kuffler	Marc	2542
331300	DUMM III	JOSEPH	OVERLAND PARK	KS	Kuhlmann	Gary	2599
141300	CASTELGRANDE	FRANK	LEBANON	PA	LaDuke	Doug	R-4426
221300	MATTHIS	YVONNA	GREENVILLE	NC	Laface	Patricia	3597
140100	SMITH	ROGER	PARKERTOWN	NJ	Lamanno	Rich	109100
241800	DUNCAN	PHILLIP	RIVERVIEW	FL	Larcara	Tammy	2284
220200	EATON	RANDALL	CHARLOTTE	NC	Lawrence	Jonathan	2817
440800	OEHLBURG	FRANCES	DES PLAINS	IL	Lawson	Shirley	5014
511300	ENGER	LEROY	SPOKANE	WA	Le Gaultey	Yann	2409
110500	TARDIFF	STEPHEN	CONCORD	NH	Leger	Karl	108400
220400	SKIDMORE	FRANK	MOORESVILLE	NC	LeHew	Greg	208300
141400	ERGLER	EDWARD	HOLLIDAYSBURG	PA	LeMbo	Lou	3620
361300	EUBANKS	ALMA	AUSTIN	TX	Lenzi	John	4119
410100	STEEL	ALEXANDER	CINCINNATI	OH	LeVan	Suzanne	2828
331800	RAYBURN	RALPH	OKLAHOMA CITY	OK	Leverett	Don	R-3735
320100	FARRAR	LEE	DIAMONDHEAD	MS	Levy	Carolyn	2253
330400	FIALA	SHARON	DES MOINES	IA	Lewis	Arlene	3675
231300	PECK	CHARLES	KNOXVILLE	TN	Lewis	Brenda	2760
311200	FINCH	LARRY	CARL JUNCTION	MO	Lichtman	Jennifer	2296
330700	FITZPATRICK	GERALD	OMAHA	NE	Lipka	Donna	2146
310400	FITZSIMMONS	SANDRA	ST. CHARLES	MO	Little	Bran	3174
440100	FLAHERTY	JOHN	LADD	IL	Livigni	Michael	2286
111300	SMIGLIANI	MICHAEL	SHARON	MA	Luzanich	Michael	KDC(210)997-5388
132200	REYES-BASCH	PATRICIA	WESTFIELD	NJ	Logiodice	Albert	4115
220900	WHITLEY	MARILYN	GREENSBORO	NC	Long	John	208401
440800	PERKEY	BRENDA	SCHAUMBURG	IL	Love	Steve	2958
232500	ROWAN	ALISA	BIRMINGHAM	AL	Lowenheim	Sharon	2456
222200	FLEMING	JEFFREY	GREENVILLE	SC	Lubrano	Len	5069
220600	MCBRIDE	TOM	CHARLOTTE	NC	Ludlow	George	2179
311400	MONTGOMERY	DALE	TULSA	OK	Lunsford	Jack	R-2327
421400	RYAN	RAYMOND	FREELAND	MI	Lynch Jr.	Jim	R-4321
531400	FLORIO	ROBERT	SACRAMENTO	CA	MacRae	Andrew	4191
230600	FRANCIS-BETHEA	GWENDOLYN	LAWRENCEVILLE	GA	Maggio	James	2870
430600	FRANKLIN	ANTHONY	LOUISVILLE	KY	Mahan	Michael	362
321700	WHITE	HENRY	NASH	TX	Maiersfeldt	Anne	R-472
421200	BARTON	MARK	FLINT	MI	Maki	Mark	R-524C
233300	SARASUA	IGNACIO	PANAMA CITY BEACH	FL	Mansmann	Jack	3342
330500	FRIED	KELLY	LE MARS	IA	Marcus	Nina	3949
360300	FUENTES JR	ENCARNACIO	HOUSTON,	TX	Marin	Wendy	2839
121000	GAGER	NADINE	E. SYRACUSE	NY	Marrullier	Adrian	2789
210900	MOORE	JAMES	WASHINGTON	DC	McCan	Tom	208200
411700	GAINARD	JOSEPH	MEDINA	OH	McCarthy	Patricia	3510
421900	VAN Riper	THOMAS	MUSKEGON	MI	McCormick	Ruth	4050
130300	GALANTE	GERARD	NESCONSET,	NY	McDaniel	Janice	3751
222600	GALLAGHER	EDWARD	FORT MILL	SC	McGovern	Tim	2795
411200	GAMBLE	RODNEY	N CANTON	OH	McMahon	Kathleen	3847
430200	GAMBLE	JAMES	LEXINGTON	KY	McNamara	John	2700
230100	PLESS	BEVERLY	KENNESAW	GA	McNeill	B T.	209100
412400	GARRETT III	JAMES	MCMURRAY	PA	Mernig	Christine	3083

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OCTEL NUMBER	LAST NAME	FIRST NAME	CITY	ST	LAST NAME	FIRST NAME	PHONE EXTENSION
233100	GARRIS	ALO	MONTGOMERY	AL	Meyers	Steven	5091
140400	MULROY	LINDA	WAYNE	PA	Middleton	David	3579
320300	GAUTHREAUX	GILBERT	HUSSER	LA	Mikulay	Robert	3624
230300	CAMPBELL	STUART	KENNESAW	GA	Miller	Dennis	3573
331000	GIBBS	JUDITH	OVERBROOK	KS	Miller	Karen	3599
311500	PETTERSON	THOMAS	TULSA	OK	Miller	Barbara	R-6621
240600	HARBOUR JR	CURTIS	WEST PALM BEACH	FL	Miller	Debra	3241
320200	MENDOZA	HERBERT	HAMMOND	LA	Milton	Rosemary	309500
233000	BANICK	JAMES	MONTGOMERY	AL	Mittag	Bianca	2376
210600	GILLESPIE	JAMES	FREDERICK	MD	Moore	Edna	2077
220500	DAVENPORT	LEONARD	KERNERSVILLE	NC	Moore	Robert	3128
222100	BURCHFIELD	DONALD	CHARLESTON	SC	Moore	William	2148
140300	GLEASON	JOHN	MARLTON	NJ	Moreo	George	3731
112500	BLOMSTEDT	BARRY	NORTH ATTLEBORO	MA	Morgan	James	4180
542800	SPERBER	ELISE	DANA POINT	CA	Mortensen	Jim	500000
140600	SPENCER	DESIREE	AMBLER	PA	Mosten	Daniel	2591
110800	GOUGH	MICHAEL	BURLINGTON	MA	Murphy	Michael	3345
133500	GOUKLER	RICHARD	MANAHAWKIN	NJ	Murphy	Virginia	3666
240900	HAGER	RICHARD	HEATHROW	FL	Murphy	John	3220
210700	GRAY	EDWARD	ALEXANDRIA	VA	Murray	Clark	2408
350700	GREEN	rita	GRAND PRAIRIE	TX	Murray	Sheyrol	2641
133300	CLARIZIO	GAETANO	LINCROFT	NJ	Mussomeli	Josephine	3748
211400	GRiffin	MICHAEL	ROANOKE	VA	Narvekar	Sachin	2226
230400	GRiffin	TERry	POWDER SPRINGS	GA	Neidle	Bruce	3589
542100	TAFOYA	ANTHONY	ALTA LOMA	CA	Nelson	Timothy	2982
140200	WENTWORTH	QUENTEN	SEWELL	NJ	Nelson	Doug	100000
240200	ARES	JUAN	MIAMI	FL	Nicholes	Nichelle	3294
140800	ROWLANDS	CYNTHIA	SINKING SPRING	PA	Nickert	Sheila	2432
511500	GUERRA	ERNEST	BOISE	ID	Nissenblatt	Susan	5039
240800	SAPEY	JOHN	VERO BEACH	FL	Nobles	Zora	209501
110200	RICHARDS	FRANCIS	WINDHAM	ME	Norrington	Chip	108401
110400	HACKETT	JOHN	WESTBROOK	ME	Norns	Susan	3359
531300	WILSON	KRISTINE	SACRAMENTO	CA	O'Brien	Sheila	2419
111700	SARGEANT	CARRIE	PLAINVILLE	CT	O'Brien	Barry	3002
431600	SMITH	KELLY	FORT WAYNE	IN	Olson	Rich	400000
430300	VANDEWALLE	MARY	LEXINGTON	KY	Opengart	Susan	2646
132900	STAPEL	ROBYN	MIDLAND PARK	NJ	Oramas	Dcnna	2412
211600	NICELY	PATRICIA	LYNCHBURG	VA	Owen	Vic	R-2925
310500	VERDUN	WILLIAM	BELLEVILLE	IL	Owen	Tony	308400
310700	HAMONS	STEVEN	LIVINGSTON	TX	Padoan	Arihur	3682
380400	REEDER	TOMMIE	BEAUMONT	TX	Parks	Becky	308200
540500	NICHOLS	STEVE	SANTA MONICA	CA	Parment	Nancy	2216
240700	GROVES	CATHERINE	ROYAL PALM BEACH	FL	Person	Claire	3446
410800	HARRIS	ENICE	WORTHINGTON	OH	Pettibone	Thomas	3355
132500	BRUENN	PAUL	HOLMES	NY	Pettinelli	Robert	2426
233200	SWAIN III	WILLIAM	DO THAN	AL	Phillips	Linda	R-7389
511500	HARRISON	GREGORY	BOISE	ID	Pietroni	Joe	3154
350500	HARVELL	RICHARD	PLANO	TX	Pilotti	Nancy	2380
131000	KOLSTER	DAVID	BLOOMFIELD	NJ	Pisarski	Dorothy	5080
330900	HAUSCHILD	JIM	KEARNEY	NE	Piscitelli	Patrick	2669
132800	SOLOMINE	PAUL	MIDDLESEX	NJ	Piskor	Steve	4003
210500	HEAGEY	KEITH	BALTIMORE	MD	Pitra	Robert	3509
351400	FLOOK	STEVEN	EL PASO	TX	Plaia Fawcett	Gina	2592
240300	APPEL	DONNA	DEERFIELD BEACH	FL	Platania	Richard	2078
131900	CABRERA	JESUS	NANUET	NY	Potter	Deborah	5073
330100	COMPTON	KIP	BETTENDORF	IA	Potts	Reggie	3193
360100	HERRING	WILLIAM	HOUSTON	TX	Pross	Elizabeth	2061
431000	MARIEN	ROBERT	INDIANAPOLIS	IN	Reardon	Christopher	3137
331500	SHURTLEFF	KIT	GODDARD	KS	Recine	Nicholas	3350
110700	MOORE	JENNIFER	READING	MA	REGION 1 TMD (Vacant)		
130600	RAMPULLA	JACK	NEW HYDE PARK	NY	Region 1 Trade Mktg Mgrs Merchandising (Vacant)		
410200	WASHINGTON	DONALD	AMELIA	OH	Region 4 Financial Analysts		
410600	MILLER	GARY	DAYTON	OH	Region 4 Financial Managers		
420900	ATTARD	GEORGINA	LIVONIA	MI	Region 4 Human Resources Generalist		
410900	OKEY	LARRY	DOVER	OH	Region 4 Human Resources Managers		
420200	RIMANELLI	LISA	LIVONIA	MI	Region 4 Managers Info. & Analysis		
421000	MITCHNER	MICHAEL	LANSING	MI	Region 4 Recruiter		
430400	RECKART	ANNETTE	HURRICANE	WV	Region 4 Trade Mktg Mgrs Merchandising		
430700	SCHULER	MARC	LOUISVILLE	KY	Region 4 Trade Mktg Mgrs Promotion		
431300	WALLACE	NANCY	MARSHALL	IL	Region 4 Trainers		
510400	ROBINSON	RUSSELL	BELLEVUE	WA	Region 5 Financial Analysts		
510600	SOARES	KENNETH	RENTON	WA	Region 5 Financial Managers		

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OCTEL NUMBER	LAST NAME	FIRST NAME	CITY	ST	LA NA	FIRST NAME	PHONE EXTENSION
540700	NELSON	JAMES	EL TORO	CA	Region	Resources Generalist	
510800	PEDERSON	STEVEN	FRESNO	CA	Region	Resources Managers	
511700	RAU	THOMAS	SPOKANE	WA	Region	rs Info & Analysis	
541300	RANDALL	BRUCE	MORENO VALLEY	CA	Region	/	
541600	ZEPEDA MERCHANT	MARIA	CORONA	CA	Region	Mktg Mgrs Merchandising	
541800	MARCIN	MARK	ENCINITAS	CA	Region	Mktg Mgrs Promotion	
542200	SOLORZANO JR	ALFREDO	PALMDALE	CA	Region 5	...vers	
440700	HICKOX	AMY	BARTLETT	IL	Reich	Susan	3246
212000	HILL	MICHAEL	CHESAPEAKE	VA	Restivo	Jeanine	2735
242500	PETERS	SCOTT	VALDOSTA	GA	Reynolds	Tom	~5833
331400	HINSON	HAROLD	OVERLAND PARK	KS	Richards	C.	~33
311100	MEADOR	HENRY	PADUCAH	KY	Rider	Euge	~588
361800	ROSALES JR	JUAN	MCALLEN	TX	Riegel	Jan	R-2093
221100	RIVERS	ROBERTA	RALEIGH	NC	Rile	Bob	R-3400
222500	MYERS	ROBIN	ASHEVILLE	NC	Robert	Kiehl	R-2904
440500	PAGE	ROBERT	ROCKFORD	IL	Robinson	Rodney	3261
210100	HITCHENS	WILLIAM	REHOBOTH BEACH	DE	Rodriguez	Yvette	~360
511800	ODEEN	DAVID	BILLING	MT	Rolnick	Michael	~5
230700	HOLPP	SUSAN	DULUTH	GA	Rossolini	Claudia	
120700	MANZONI	RICK	NORTH SYRACUSE	NY	Royal	James	~5004
321800	HOPPER	ELIZABETH	JACKSON	TN	Rubin	David	2909
350400	HOPSON	M.T.	DESOTO	TX	Rucker	Michael	2798
320900	MARCOTTE JR	CURLEY	BRANDON	MS	Rush	Sonya	2029
133400	DESARNO	ANTHONY	SEA GIRT	NJ	Sabatino	Patricia	3162
320600	STOLZLE	DAVID	LAFAYETTE	LA	Saloun	Thomas	2734
410700	HORSTMAN	JAMES	WESTERVILLE	OH	Salzman	Michelle	2357
411000	HOWLETT	PAUL	MARIETTA	OH	Sampson	Steve	2184
321300	PETTY	ROGER	LITTLE ROCK	AR	Saul	Coy	R-6677
431700	ZANGARI	VINCENT	LIMA	OH	Saville	David	3484 ~
141100	SPECK	JEFFREY	POTTSVILLE	PA	Schafer	Don	R-3334
431800	SIMON	HAL	TOLEDO	OH	Schmidt	Mark	3338
410500	HUTCHINS	JOHN	CINCINNATI	OH	Schneidman	~5~n	2835
531900	MINNICK	DAVID	VANCOUVER	WA	Schroeder	Mary	2923
232800	JACKS	JAMES	PENSACOLA	FL	Schuylar	Brian	3833
132300	JACKSON	MARVIN	WEST WINDSOR	NJ	Schwab	Claude	3117
430900	JACQUES III	ARTHUR	BLOOMINGTON	IN	Schwartz	Linda	2721
510900	WOLF	DON	VANCOUVER	WA	Schwartz	Andrew	2966
541100	JENKINS	MICHAEL	PASADENA	CA	Scofield	Scott	2336
421700	JOHNSON	CURTIS	GRAND RAPIDS	MI	Scott	Tracey	(800) 626-5403
141200	SHOOP	WILLIAM	HERSHEY	PA	Scott	James	3561
233700	SASSER	ROY	RICHMOND HILL	GA	Seiter	Neil	2906
420100	JONES	DOUGLAS	JEDDO	MI	Service	Fitzroy	3218
420700	JURIEW	MICHAEL	BLOOMFIELD HILLS	MI	Seto	Ben	3396
540600	MAYEKAWA	VERNON	LONG BEACH	CA	Seveno	Joseph	2867
441600	BOYD	SANDRA	CHICAGO	IL	SFA		
450100	THIEL	RANDOLPH	HARWOOD	ND	SFA		
450200	EMANUELE	DANIEL	SIOUX FALLS	SD	SFA		
450300	CASH	GARY	DEERWOOD	MN	SFA		
450400	OLSON	JOHN	BLOOMINGTON	MN	SFA		
450500	ALMQVIST	JON	BLOOMINGTON	MN	SFA		
450600	HUBER	JILL	BLOOMINGTON	MN	SFA		
450700	GROSSMAN	JAMES	BLOOMINGTON	MN	SFA		
450800	ORESEK	DEE	ROCHESTER	MN	SFA		
450900	KLOSS	MICHAEL	EAU CLAIRE	WI	SFA		
451000	JACOBSON	JERRY	DODGEVILLE	WI	SFA		
451100	REDNER	MARK	WAUKESHA	WI	SFA		
451200	ALLEN	BARBARA	MENOMONEE FALLS	WI	SFA		
451300	RICHLIN	STEPHANI	WAUKESHA	WI	SFA		
451400	CASEBOLT	DAVID	WEST ALLIS	WI	SFA		
451500	NEWTON-ANDERSON	LORI	GREENVILLE	WI	SFA		
451700	LEWELLIN	MARGARET	PLOVER	WI	SFA		
451800	HOFFMAN	GREGORY	BRITT	MN	SFA		
520100	WILLIS	DONALD	CHEYENNE	WY	SFA		
520200	MEFFORD	RICHARD	HIGHLANDS RANCH	CO	SFA		
520300	JOHNSTON	RHONDA	CASTLEROCK	CO	SFA		
520400	MURRIN	DAVID	HIGHLANDS RANCH	CO	SFA		
520500	HALE	MICHAEL	HIGHLANDS RANCH	CO	SFA		
520600	BOEHNING	VINCENT	COLORADO SPRINGS	CO	SFA		
520700	JARNELL	GARY	TEMPE	AZ	SFA		
520800	HALL	PAMELA	TEMPE	AZ	SFA		
520900	STAHL	WILLIAM	TEMPE	AZ	SFA		
521000	KRUGGEL	MARVIN	TEMPE	AZ	SFA		

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OCTEL NUMBER	LAST NAME	FIRST NAME	CITY	ST	LAST NAME	FIRST NAME	PHONE EXTENSION
521100	LOPEZ	ARTHUR	TUSCON	AZ	SFA		
521200	ZIKIAS	NANCY	SCOTTSDALE	AZ	SFA		
521300	BECK	GEORGE	LAYTON	UT	SFA		
521400	MCGREGOR	MELISSA	SALT LAKE CITY	UT	SFA		
521500	VAILLANCOURT	RICHARD	LAS VEGAS	NV	SFA		
530100	CLOSEY	DON	SANTA ROSA	CA	SFA		
530200	LONG	LARRY	SANTA ROSA	CA	SFA		
530300	HEWLETT	THOMAS	PLEASANTON	CA	SFA		
530400	ZAPPARELLI	PATRICIA	SANTA ROSA	CA	SFA		
530500	DERNER	DOUGLAS	SAN CARLOS	CA	SFA		
530600	DILLARD	EDDIE	SAN FRANCISCO	CA	SFA		
233400	QUINN	HERBERT	COLUMBUS	GA	Shalitsky	Allen	5065
231700	MOODY	DARRELL	NASHVILLE	TN	Shelton	Barbara	3498
411600	KELLY	JAMES	MENTOR	OH	Sica	Paula	3676
222400	MARKEL	RONALD	GREENVILLE	SC	Sicherman	Fred	4012
140500	MILLER	ALLAN	WAYNE	PA	Simon	Jeff	R-2338
230200	ENGLISH	MARJORIE	STONE MOUNTAIN	GA	Simons	Renee	3282
131800	KESNER	DENIZE	MANHASETHILLS	NY	Sinha	Arun	3957
232700	KILGORE	WILLIAM	TUSCALOOSA	AL	Slavitt	Joshua	2479
412100	KILROY	EDWARD	BUTLER	PA	Stone	Michael	3394
351200	WESTER	LINDA	ODESSA	TX	Smith	Morris	309501
211000	RICHARDSON	RENEE	STAFFORD	VA	Smith	Donnie	208400
132000	KIM-ENG	KEVIN	TANNERSVILLE	PA	Smith	Willie	2857
332000	BONEY	TERRY	AMARILLO	TX	Smith	Debbie	3065
231500	SCOTT	REID	HIXSON	TN	Smith	Thomas	R-5385
311600	WOODS	JOHN	MCALESTER	OK	Smith	Debbie	L-1210
542400	KINDER	MARK	WEST COVINA	CA	Spiers	Linda	3762
140900	COUSIN	W ANDREW	OREFIELD	PA	Starr	Michael	3741
132600	BRAY	DAVID	NEWTOWN	CT	Steele	Harry	3260
530900	RODRIGUEZ	IMELDA	PLEASANTON	CA	Stern	Doran	3581
211800	RATLIFFE	LARRY	RICHMOND	VA	Stirlen	Richard	3252
111000	KING	GREGORY	STERLING	MA	Stone	Paula	3334
330600	DOUGLASS	GREGORY	OMAHA	NE	Stroud	Ron	L-1388
322100	KING	TINA	MEMPHIS	TN	Sudac	Jeffrey	2134
541400	KING II	OLIN	VICTORVILLE	CA	Sussman	Sally	3316
220300	KINSLEY JR	RONALD	HICKORY	NC	Suter	Mark	R-3533
410300	BROCK	YVONNE	CINCINNATI	OH	Suter	Norma	2153
441400	HAWLEY	BRADFORD	CHICAGO	IL	Szudzik	Jim	404100
112200	ROGOFF JR	WILLIAM	SOUTH WINDSOR	CT	Szymanczyk	Michael	3920
212200	BURGESS	BONNIE	CHESAPEAKE	VA	Tarnng	Gregory	3547
233600	TUCKER	ROBERT	MARTINEX	GA	Tatar	Deborah	3126
320400	KRAMER	JOSEPH	MANDEVILLE	LA	Taylor	James	3052
361600	SATTERWHITE	ROBERT	SAN ANTONIO	TX	Teitelbaum	Shari	3395
120300	LA SALLE	THERESA	SCHENECTADY	NY	Teixeira	Linda	2449
110300	LABRIE	DAVID	BRUNSWICK	ME	Theaman	Usa	3405
411400	JONES	WELLINGTON	CLEVELAND	OH	Thomas	Jim	3773
141500	STOFKO	JOAN	JOHNSTOWN	PA	Thompson	Alana	3888
360800	LAIR	EARL	HOUSTON	TX	Thooho	Fred	3519
350600	MANNS	MICHAEL	DALLAS	TX	Thornton	Gary	304200
420800	LANGFORD III	WILLIAM	LIVONIA	MI	Thwaites	J.C.	3423
120600	LAROSE	FRANK	EAST SYRACUSE	NY	Trach	Barbara	2854
111900	LAVIN III	JOHN	FEEDING HILLS	MA	Tran	Dan	3429
510500	LACKKEY	CHAD	BELLEVUE	WA	Trojanowski	John	3360
133100	LEONE	CHARLES	EDISON	NJ	Tucker	Caroline	2594
540800	LEVINE	LINDSEY	SANTA MONICA	CA	Tucker	James	2367
511000	SMITH	MELANIE	VANCOUVER	WA	Turner	Jonathan	3593
232200	ZIMMERMAN	RAYMOND	MUSCLE SHOALS	AL	Turner	Joel	R-3232
310800	LINDER	RICHARD	SPRINGFIELD	MO	Turo	Robert	2564
131300	CICCHELLI	ANTHONY	MAHWAH	NJ	Valenti	Vilki	3537
541200	OLMOS	FRANK	RIALTO	CA	Valinoti	Margurite	2561
531200	LOH	EDWARD	SHASTA	CA	Vander Putten	James	2740
120400	SULLIVAN	RICHARD	CLIFTON PARK	NY	Venuti	Debbie	109501
112400	LOMBARDO	JAMES	SEEKONK	MA	Villani	Douglas	2877
431200	POTTERACK	JOSEPH	GREENWOOD	IN	Von Germeten	Ann	3326
361700	WILKINSON	STEVEN	CORPUS CHRISTI	TX	Walchak	Mark	2182
310100	PAGANO	GERI	ST. LOUIS	MO	Waldman	Margot	3657
330300	SELBY	AARON	DES MOINES	IA	Waltmeyer	Mickey	R-6601
210400	BERNSTEIN	JOSEPH	COLUMBIA	MD	Wallo	Steve	R-5517
351500	PETERSON	LISA	ALBUQUERQUE	NM	Watkins	Lucille	309501
242200	SHAUGHNESSY	PATRICIA	JACKSONVILLE	FL	Watson	Francis	R-2604
241300	GUEST JR	PHILLIP	TAMPA	FL	Webster	Ross	2008
510700	LYLE	MARY	OLYMPIA	WA	Weinselbaum	Ian	3041

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OCTEL NUMBER	LAST NAME	FIRST NAME	CITY	ST	LAST NAME	FIRST NAME	PHONE EXTENSION
211300	LYNCH	ELLIS	PRINCETON	WV	Weinstein	Barbara	3590
221900	LYNCH	MARY	WILMINGTON	NC	Weller	Richard	2066
112200	ROGOFF JR	WILLIAM	SOUTH WINDSOR	CT	Weller	Richard	2066
361600	MAESTAS	THERESA	ALBUQUERQUE	NM	Werth	Douglas	3244
511100	LYNCH	ROBERT	SALEM	OR	Werth	Daniel	3688
132700	LAPIDUS	HARRIS	NEWBURGH	NY	Wexler	Lawrence	3383
210300	MAGLIO	FRANK	BELAIR	MD	Whalen	---Roy	3892
240400	WOJCIK	STANLEY	DEERFIELD BEACH	FL	White	Charles	3598
221700	MAKEMSON	PAUL	COLUMBIA	SC	Willard	Howard	2815
311300	RUFF	DAVID	SPRINGDALE	AR	Williams	Michael	R-5792
310200	MALLETT	SANDRA	ST. LOUIS	MO	Wills	Gail	5024
220800	MCKEEL	CARLUS	GREENSBORO	NC	Wood	Sd	209502
230900	GRESHAM	THEODORE	ATLANTA	GA	Yanazzo	Ann	5057
542000	WARE	JOHN	ESCONDIDO	CA	Yeager	Jim	504100
440400	MALONEY	ROBERT	ROCK ISLAND	IL	Young	Tracy	3732
361100	TRISTAN	RICHARD	HEWITT	TX	Zatz	David	3735
131500	THEODOREOPOLOS	TEDDY	MATAWAN	NJ	Zieser	Mary	R-7904
361000	DAVIS	DONALD	ROUND ROCK	TX			
111200	SMITH JR	SAMUEL	HYDE PARK	MA			
350100	SPENCER	FRED	VAN	TX			
420500	MULLETT	KAREN	LIVONIA	MI			
530800	MILLER	WILLIAM	GILROY	CA			
220100	FOXWORTH	MARION	CHARLOTTE	NC			
132400	UZZOLINO JR	GREGORY	HOWELL	NJ			
422100	SHIREY	DANIEL	MATTAWAN	MI			
431100	OCONNOR	JOYCE	ANDERSON	IN			
440900	HARRIS	GWENDOLYN	WESTMONT	IL			

2041865157

CONSUMER
TRACKING QUEST.

2041865158

MARLBORO COUNTRY STORE MODULE

(ASK MODULE OF SMOKERS 21 YEARS OF AGE OR OLDER)

May 2, 1994

1a. As you may know, some brands of cigarettes offer special promotions or contests to get consumers interested in switching to their brand. What brand or brands of cigarettes can you think of that are currently sponsoring a special promotion or contest? (ACCEPT UP TO FIVE MENTIONS - FAMILY NAME ONLY)

Camel	1
Doral	2
Kool	3
Marlboro	4
Newport	5
Salem	6
Winston	7
Virginia Slims	8
Other 1 (SPECIFY)	9
<hr/>	
Other 2 (SPECIFY)	0
<hr/>	
Don't know	X

2041865159

1b. (ASK Q.1b FOR EACH BRAND MENTIONED IN Q.1a) And, what special promotions or contests are you aware of that (BRAND MENTIONED IN Q.1a) is currently sponsoring? (ACCEPT UP TO FIVE MENTIONS)

	<u>Camel</u>	<u>Doral</u>	<u>Kool</u>	<u>MBO</u>	<u>Newport</u>	<u>Salem</u>	<u>Winston</u>	<u>Virginia Slims</u>	<u>Other 1</u>	<u>Other 2</u>
Marlboro Adventure Team	1	1	1	1	1	1	1	1	1	1
Marlboro Miles/ UPC's	2	2	2	2	2	2	2	2	2	2
Marlboro Country Store	3	3	3	3	3	3	3	3	3	3
Marlboro Miles 2nd, 3rd or 4th edition	4	4	4	4	4	4	4	4	4	4
Marlboro Denim Shirt	5	5	5	5	5	5	5	5	5	5
Marlboro Racing	6	6	6	6	6	6	6	6	6	6
Camel Cash (C-Notes)	7	7	7	7	7	7	7	7	7	7
Winston Weekend	8	8	8	8	8	8	8	8	8	8
V-Wear Collection	9	9	9	9	9	9	9	9	9	9
Free gift with purchase	0	0	0	0	0	0	0	0	0	0
Free cigarettes with purchase	1	1	1	1	1	1	1	1	1	1
Marlboro catalog	2	2	2	2	2	2	2	2	2	2
Camel catalog	3	3	3	3	3	3	3	3	3	3
Virginia Slims catalog	4	4	4	4	4	4	4	4	4	4
Winston catalog	5	5	5	5	5	5	5	5	5	5
Catalog (Specify)	6	6	6	6	6	6	6	6	6	6
 T-shirt (non-specific)	7	7	7	7	7	7	7	7	7	7
Special price	8	8	8	8	8	8	8	8	8	8
Coupon(s)	9	9	9	9	9	9	9	9	9	9
Send wrapper for a gift	0	0	0	0	0	0	0	0	0	0
Trip/vacation	1	1	1	1	1	1	1	1	1	1
Other (SPECIFY)	2	2	2	2	2	2	2	2	2	2

2041865160

- 2a. (IF MARLBORO ADVENTURE TEAM NOT MENTIONED IN Q.1b, ASK:) Are you aware of the Marlboro Adventure Team promotion?

Yes	1
No	2
Don't know	X

→ SKIP TO Q.2c

2b. Please tell me what ways there are to participate in the Marlboro Adventure Team promotion. (PROBE) What other ways are there to participate? (DO NOT READ LIST - RECORD ALL THAT APPLY)

Collecting UPC/Miles	1
Contest to win a place on the team	2
Sweepstakes	3
Other (SPECIFY)	4
<hr/>	
Don't know	X

2c. (IF MARLBORO COUNTRY STORE NOT MENTIONED IN Q.1b, ASK:) Are you aware of the Marlboro Country Store promotion?

Yes	1
No	2
Don't know	X

→ SKIP TO INSTRUCTIONS BEFORE Q.2e

2d. Please tell me what ways there are to participate in the Marlboro Country Store promotion. (DO NOT READ LIST - RECORD ALL THAT APPLY)

Collecting Miles/UPC's	1
Other (SPECIFY)	0
<hr/>	
Don't know	X

IF "Marlboro Miles/UPC's" OR "Marlboro Miles 2nd, 3rd or 4th edition" IN Q.1b OR "Collecting UPC/Miles" IN Q.2b OR 2d - SKIP TO Q.3a

2e. Are you aware of a promotion for Marlboro where you collect proofs of purchase "miles" to trade for merchandise?

Yes	1
No	2
Don't know	X

→ SKIP TO INSTRUCTIONS BEFORE Q.5a

. 3a. Have you ever collected Marlboro Miles?

Yes	1
No	2
Don't know	X

SKIP TO
INSTRUCTIONS
BEFORE Q.5a

3b. Are you currently collecting Marlboro Miles?

Yes	1	→	SKIP TO Q.3d
No	2		
Don't know	X		

3c. Why did you stop collecting Marlboro Miles?

SKIP TO Q.4a

3d. Considering that each UPC is worth 5 miles, approximately how many Marlboro Miles do you currently have? (DO NOT ACCEPT RANGES)

RE-ASK Q.3d
IF RESPONSE
IS NOT A
MULTIPLE OF 5

→ _____ # of Miles

Don't know X

3e. And, approximately how many of these are current Country Store miles?

_____ # of Country Store Miles
Don't know X

2041865162

4a. As you may or may not know, there are two types of Marlboro catalogs. A Marlboro Adventure Team catalog which was introduced at the beginning of the Marlboro Miles promotion and now the new Country Store catalog. Have you ever seen the Marlboro Adventure Team catalogs?

Yes	1
No	2
Don't know	X

→ **SKIP TO Q.4e**

4b. Where did you see the Marlboro Adventure Team catalogs? (DO NOT READ LIST - ACCEPT ALL THAT APPLY)

At a convenience store, gas station	1
Received a catalog in the mail	2
Called an 800 number to receive a free catalog	3
Sent in an order form to get a free catalog	4

4c. Overall, how appealing would you say the items are? Would you say the Marlboro Adventure Team items are ... (READ LIST)?

Very appealing	1
Somewhat appealing	2
Neither appealing nor unappealing	3
Somewhat unappealing	4
or, Very unappealing	5

DO NOT READ → Don't know X

4d. Have you sent for any items from the Adventure Team catalogs?

Yes	1
No	2
Don't know	X

2041865163

4e. Have you seen the Marlboro Country Store catalog?

Yes	1
No	2
Don't know	X

SKIP TO
INSTRUCTIONS
BEFORE Q.5a



4f. Where did you see the Marlboro Country Store catalogs? (DO NOT READ LIST - ACCEPT ALL THAT APPLY)

At a convenience store, gas station	1
Received a catalog in the mail	2
Called an 800 number to receive a free catalog	3
Sent in an order form to get a free catalog	4

4g. Overall, how appealing would you say the items are? Would you say the Marlboro Country Store items are ... (READ LIST)?

Very appealing	1
Somewhat appealing	2
Neither appealing nor unappealing	3
Somewhat unappealing	4
or, Very unappealing	5
DO NOT READ	→ Don't know X

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4h. Which items in the Country Store catalog are you saving for? (DO NOT READ LIST - RECORD ALL THAT APPLY)

Bandanna	1
Barn coat	2
Blanket	3
-- Billiard table/pool table	4
Cap/hat	5
Dart board	6
Denim shirt	7
Gear bag/nylon bag	8
Grilling utensils	9
Harmonica	0
Jacket (unspecific)	X
Jean jacket	Y
Lighter	1
Shave bag/travel bag	2
T-shirt	3
Thermos	4
Tools (screw drivers, pliers, wire cutter, knife blade, ruler, bottle opener)	5
Wallet	6
Watch/Swiss Army watch	7
Other (SPECIFY)	0
<hr/>	
None	X
Don't know	Y

4i. (IF "Billiard table/pool table" IN Q.4h, ASK:) And, where do you plan to put the billiard table?

Rec area in house	1
Community center	2
Frat house	3
Other (SPECIFY)	0
<hr/>	
Don't know	X

4j. Have you sent for any items from the Country Store catalog?

Yes	1
No	2
Don't know	X

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IF REGULAR BRAND IS "Marlboro" IN Q.6, AND USUALLY BUY "Cartons" OR "Both" IN Q.25, CONTINUE - OTHERWISE SKIP TO NEXT APPROPRIATE MODULE

5a. Now I would like you to think about the packaging on the Marlboro carton. Have you noticed anything different about the Marlboro carton packaging recently?

Yes	1	
No	2	→
Don't know	X	

SKIP TO NEXT APPROPRIATE MODULE

5b. What have you noticed? (ACCEPT MULTIPLE RESPONSES)

Order form	1	→	SKIP TO Q.5d
800 number	2		
Western picture	3		
Other (SPECIFY)	0		
<hr/>			
Don't know	X		

5c. Do you recall seeing an order form on the inside of the Marlboro carton where you can send in the form in order to receive a Marlboro Country Store catalog?

Yes	1	
-- No	2	→
Don't know	X	

SKIP TO INSTRUCTIONS BEFORE Q.5e

5d. Did you send in the form?

Yes	1	
No	2	
Don't know	X	

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IF "800 number" MENTIONED IN Q.5b, SKIP TO Q.5f

5e. Do you recall seeing an 800 number on the Marlboro carton where you can call the number and request a Marlboro Country Store catalog?

Yes	1	
No	2	
Don't know	X	→ SKIP TO INSTRUCTIONS BEFORE Q.5g

5f. Did you call the 800 number?

Yes	1	
No	2	
Don't know	X	

IF "Western picture" MENTIONED IN Q.5b, SKIP TO Q.5h

5g. Do you recall seeing a Western picture on the back panel of the Marlboro carton?

Yes	1	
No	2	
Don't know	X	→ SKIP TO NEXT APPROPRIATE MODULE

5h. Overall, how much would you say you like or dislike the new Marlboro carton with the Western picture on it compared to the old carton with no picture on it? Would you say the new Marlboro carton is (READ LIST) than the old carton?

Much better	1	
Somewhat better	2	
Neither better nor worse	3	
Somewhat worse	4	
or, Much worse	5	

DO NOT READ → Don't know X

SKIP TO NEXT APPROPRIATE MODULE

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SALES FORCE
TRACKING

2041865168

2041865169

MARLBORO COUNTRY STORE
SALES FORCE TRACKING

MCS TRACKING PROCESS

- Sales Reps Input Data Into The Store Profile Recorder or SFA
- Data Updated Weekly
- Results Published Weekly
- Eight Week Tracking, Excluding Weeks 5 and 7

2041865170

PM SALES FORCE

SFA Sales Reps

Tracking Via SFA



59% of Units
Region 1 - 27%
Region 2 - 100%
Region 3 - 100%
Region 4 - 21%
Region 5 - 23%

Non-SFA Sales Reps

Tracking via Store Profile Recorder



41% of Units
Region 1 - 73%
Region 2 - 0
Region 3 - 0
Region 4 - 79%
Region 5 - 77%

2041865171

SFA SALES REP PROCESS

- SFA Sales Reps Will Answer Survey Questions In The Profile Survey Section of the SFA Application during each store visit.
 - 2. Is MCS POS In Account?
 - 3. Is MCS B4G1F In Account?
 - 4. Is Acct Rtl Rewards Part?
- Profile Screen maintains previous call's input. Sales Reps only update when additional requirements are noted.

2041865172

PROFILE SURVEY

Survey ID: 2

Questions: Is MCS POS In Account?

Instructions

Is The Marlboro Country Store POS Present In This Account During This Call?
(POS Requirements: Catalog is Mandatory. Additionally, 3 Pieces of the Following Must Also Be Present: Vinyl Banner, Window Poster, OHPM Signage, Change Mat, B-Header, Counter Balance Overlay, Hanging Catalog Sheet, Dangler, Mobile, 2-Sided Static Cling, Pennant Rope, and B-Strips, (Answer Yes If Above Applies, Else Answer No)

2041865173

PROFILE SURVEY

Survey ID: 3

Questions: Is MCS B4G1F In Account?

Instructions

Is the Marlboro Country Store B4G1F Present In This Account During This Call?
(B4G1F is Present if B4G1F Product is Available. Account Does Not Have To
Have The Promotional Product Housed In The Display In Order To Mark This
Question YES.

2041865174

PROFILE SURVEY

Survey ID: 4

Questions: Is Acct Rtl Rewards Part?

Instructions

Is This Account Participating in the Marlboro Country Store Retailer Rewards Program?

Retailer Rewards Program Is Only Offered to Accounts With Active PM Merchandising Contracts:

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NON-SFA SALES REP PROCESS

PROFILE SURVEY QUESTIONS									
YES NO									
1	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
2	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
3	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
4	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
5	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
A 100 200 300 400 500 600 700 800 900 10 20 30 40 50 60 70 80 90 1 2 3 4 5 6 7 8 9									
B 1000 100 200 300 400 500 600 700 800 900 10 20 30 40 50 60 70 80 90 1 2 3 4 5 6 7 8 9									
C 1000 100 200 300 400 500 600 700 800 900 10 20 30 40 50 60 70 80 90 1 2 3 4 5 6 7 8 9									
NONE 1 2 3 4 5 6 7 8 9									
56									

- Sales Reps will answer the Profile Survey Questions section in the Store Profile Recorder
- Territory totals will be mailed in daily and reported weekly
- As Sales Reps convert to SFA, they will follow the SFA reporting process.

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DATA ACCESSIBILITY

- The SFA and the Non-SFA information will be merged into a common database.
- Approximately 95% of Store Profile Recorder input will feed into SPACE by Thursday the following week.
- Summary Reports will be available Friday PM, reflecting cumulative results through prior week.
- All permutations of data will be available:
 - Pack vs. Carton
 - Retail Masters vs. Non-Retail Masters
 - Small vs. Large Volume Accounts
 - Trade Class
 - Geographic Boundaries

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POS REQUIREMENT

The MCS Catalog is mandatory. In addition, 3 pieces from the following list should also be present in the account.

- Vinyl Banner
- Window Poster(s)
- Overhead Pack Merchandiser Signage
- Change Mat
- B-Header
- Counter Balance Overlay
- Hanging Catalog Sheet
- Dangler
- Mobile
- 2-Sided Static Cling
- Pennant Rope
- B Strips

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MARLBORO COUNTRY STORE TRACKING
CUMULATIVE PENETRATION

	POS	B4G1F	RETAILER REWARDS
REGION 1			
TOTAL STORES			
# OF STORES VISITED			
MCS - YES			
% MCS - YES			
MAT TARGET			
DIFFERENCE			
REGION 2			
TOTAL STORES			
# OF STORES VISITED			
MCS - YES			
% MCS - YES			
MAT TARGET			
DIFFERENCE			
REGION 3			
TOTAL STORES			
# OF STORES VISITED			
MCS - YES			
% MCS - YES			
MAT TARGET			
DIFFERENCE			
REGION 4			
TOTAL STORES			
# OF STORES VISITED			
MCS - YES			
% MCS - YES			
MAT TARGET			
DIFFERENCE			
REGION 5			
TOTAL STORES			
# OF STORES VISITED			
MCS - YES			
% MCS - YES			
MAT TARGET			
DIFFERENCE			
TOTAL US			
TOTAL STORES			
# OF STORES VISITED			
MCS - YES			
% MCS - YES			
MAT TARGET			
DIFFERENCE			

2041865179

ALL STORES
Marlboro Country Store
Cumulative

	POS					RETAILER REWARDS					BAG1F						
	REQ1	REQ2	REQ3	REQ4	REQ5	TOTUS	REQ1	REQ2	REQ3	REQ4	REQ5	TOTUS	REQ1	REQ2	REQ3	REQ4	REQ5
WEEK 1																	
WEEK 2																	
WEEK 3																	
WEEK 4																	
WEEK 5																	
WEEK 6																	
WEEK 7																	
WEEK 8																	
CUM																	

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CUSTOMER
SATISFACTION

2041865181

CONSUMER SATISFACTION

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CONSUMER BENCHMARKING

OBJECTIVE: To assess the satisfaction levels among consumers who participated in MCS offer and expectations.

STRATEGY: PM

- Preparing a PM employee "order trail" that will be used for the purpose of tracking orders and monitoring the effectiveness of MCS order entry, pick & pack, fulfillment, CSR's efficiency, 800# effectiveness etc.

NON-PM

- Identified a wide range of consumer packaged goods and image driven brands (including Camel Cash & Winston sports) that are offering continuity offers.
- Collecting advertising, ordering merchandise and compiling an assessment report on quality, values, customer service, timeliness and CSR comparisons.

CONSUMER SATISFACTION RESEARCH

OBJECTIVE:

- To field consumer research among MAT participants, to assess impact on their brand loyalty and intentions to participate in MCS.
- To follow-up and field research among MCS participants to assess satisfaction levels and expectations and measure intentions to repurchase.

STRATEGY:

- Working with REDACTED to develop research plan to be fielded via telemarketing surveys, mail audit and focus group formats.
- Working with MRD to identify several benchmarking companies that we will prepare bid packages to obtain competitive costs to field this research.

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PONC

OBJECTIVE: To measure the "price of non-conformance" as it relates to MCS in an effort to continuously improve the planning process, decrease marketing costs and to increase consumer satisfaction.

STRATEGY:

- Working with PM Finance to prepare financial model that can allow us to look at the costs associated with promotional delays and program structure costs.
- Gathering and collecting data for mid-program and post program review

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CONTINUITY PROMOTION WORKSHOP

OBJECTIVE: To review scope of each functional area as it relates to MCS continuity promotion planning, to illustrate process interdependence among groups, "best practices" lead times and review "down-stream" consequences and costs associated with planning decisions.

STRATEGY: Team participants assembled. Functional impact charts in development. Continuity promotional manual in development. Workshop scheduled for June.

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TELEMARKETING
PLAN

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Telemarketing

Overview

Telemarketing can be used extensively with inbound promotions to provide better customer service to our consumers. By using 800 numbers, we provide a quick and easy way for consumers to contact us regarding our promotions and their participation. Until recently, we have been hesitant to build 800 numbers into our promotions. We were concerned that consumers would only use them to complain, that they would be difficult to manage and that any 800 number would be jammed by anti-smoking groups. While these scenarios do sometimes occur, the advantages of including telemarketing as an integral part of any inbound promotion far outweigh the negatives:

- 1) Using the phone as a medium of communication allows us to open a dialogue with our consumers and thus, build a better relationship and greater brand loyalty
- 2) Telemarketing allows us to provide immediate data to the brand group on what consumers are saying about their promotion
- 3) In the 1990's, consumers have come to expect 800 number service as an important component of product support. Offering this service assures the consumer that Philip Morris cares about their opinions.
- 4) Negative phone calls can provide opportunities to address problems in a much more timely fashion. Given the immediate nature of information taken over the phone, the lag time of responding to consumer concerns can be greatly reduced.

With the Marlboro Country Store, telemarketing will play an important role in providing necessary and valuable information to the Marlboro smoker.

Objectives

- 1) Provide the Marlboro Country Store consumer with a quick and easy way to access information about the promotion and/or their order.
- 2) Get quick feedback from consumers on the Marlboro Country Store promotion.
- 3) Provide the Marlboro Country Store consumer with a level of support that they have become to expect from the brand.

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800 Number Service

For the Marlboro Adventure Team promotion, we introduced the use of 800 numbers on a broad scale. Consumer response to this service has been very positive. In order to track consumer response to 800 # service, the Adventure Team used more than fifty 800 numbers. These numbers were distributed via various and allowed us to track the usefulness of the distribution source.

While this information was helpful, it was decided to limit the 800 #'s used for the Country Store promotion to one main number (800-MARLBORO). It was decided that this single number usage was most advantageous in meeting consumer needs and building brand loyalty. As part of our service, we also provided direct service to the 800-MARLBORO number for consumers who dial commonly misspellings of "Marlboro" (i.e. Marboro, Marlboo, etc.).

With both the Marlboro Country Store and Adventure Team running concurrently, we do see a lot of overlap between the two programs. While there is one primary site that handles Country Store calls and another that handles Adventure Team calls (see below), our telemarketing program is designed to provide full-service to our consumers, regardless of which site they reach. Calls are routed to the appropriate site by using a prompt which instructs callers to press "1" if their call is about the Country Store and "2" if their call is about the Adventure Team.

Please refer to the attached document showing a summary of 800 number service provided for the Marlboro Country Store promotion.

Telemarketing Center

The site chosen as primary provider for telemarketing services for the Marlboro Country Store is NeoData in Phoenix, AZ. As primary site, NeoData is charged with providing a well-trained staff of Customer Service Representatives (CSRs) who can answer all consumer questions/ complaints and provide a comprehensive service to the Marlboro consumer. This service includes providing information to the Adventure Team consumer who may also be a Country Store participant. Our hours of operation are 6.00 am - 12:00 midnight Central Time seven days a week

At any given time, NeoData will have from 50 - 150 CSRs answering phones. These CSRs have completed a comprehensive training program in general telemarketing and the specifics of the Country Store promotion. In addition, all CSRs have received training on all other Philip Morris continuity programs and can provide consumers with information and/or referral numbers for these programs.

The Marlboro Country Store promotion also has a secondary site for telemarketing. REDACTED
REDACTED continues to serve as the primary site for handling Marlboro Adventure Team calls. Since many of our consumers are participants in both

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promotions, R is often called upon to provide service to the Country Store consumer. R CSRs have completed the same training program that the NeoData CSRs have completed and are able to offer full-service information to our consumers.

The Telemarketing Consulting firm of REDACTED provides primary support in managing these two centers.

Please refer to the attached documents that provide additional information about NeoData

Scripting

An integral part of any telemarketing program is the scripting provided to the CSRs to use with their interactions with consumers. We have developed extensive scripting to support our telemarketing efforts (see attached documents).

Scripting is constantly revised and new is added to the Country Store promotion on a regular basis. For the most up-to-date scripts, please contact REDACTED
REDACTED

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SCRIPTS

2041865191

GENERAL PROGRAM INFORMATION

Program Extensions

"We have no information available at this time regarding any program extensions for the Country Store promotion. The promotion is scheduled to end of December 31, 1994."

Country Store Location

"The Country Store is a catalog promotion open to smokers, 21 years of age or older. We do not have an actual physical store. All Country Store items are available only through our catalog."

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UPC'S

Availability

"Country Store UPCS are available on specially-marked packages of Marlboro cigarettes. They will be available at different times throughout the country."

For How Long?

"The Country Store Miles UPC's will continue to be available as long as the program is in effect. There should be plenty of Country Store Mile UPC's at your retailers and other stores throughout the duration of the program."

Michigan

"Due to a large inventory of packs with the Adventure Team Miles UPC symbol remaining in the State of Michigan, we will allow consumers from that state to use an unlimited number of Adventure Team Miles UPC's in the Country Store Promotion."

Why?

"I'm sorry sir/madam, I don't have that information. I've only been informed that an unlimited number of Adventure Team Miles will be accepted."

Other States?

"The State of Michigan is the only state where this offer is being extended."

Redemption

"In order to redeem your Miles, you must remove the entire UPC code, including the 5 Miles and bar code information."

Mailing Entire Packs

"Please do not mail in your entire pack as this will slow down the processing of your order. It's also more costly to you to send entire packs. To process your order, we only need the UPC code, including the 5 miles and bar code areas."

Packs vs. Cartons

Why only Packs?

"We do our very best to give all of our customers an equal opportunity to participate in our promotional offers. Because not everyone purchases his or her cigarettes in cartons, we use only pack proofs to maintain fairness to everyone in the Country Store program"

Do cartons include packs with Miles?

"Yes, all cigarette packs in Marlboro cartons are printed with the Country Store Miles UPC."

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Is there any way to tell if the carton I'm buying has MCS packs?

"The only way to determine if a carton includes packs with the Country Store UPC would be to open the carton. You may want to ask your retailer if they would be willing to open the carton for you to check."

Getting More Miles?

"The only way to get more Country Store Miles is by saving more of the specially-marked UPC's." (*never indicate they should smoke more cigarettes*)

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CATALOG REQUESTS

Requests

"Are you a smoker 21 years of age or older?"

IF NO: "I'm sorry, but all of our promotional offers are limited to smokers 21 years of age or older. Thank you for your call."

IF YES: "May I have your date of birth, please?"

"What is your regular brand of cigarettes?"

"Are they regular length or 100's?"

"Are they non-menthol or menthol?"

"Are they full-flavor, mediums or lights?"

"Where did you hear about the Country Store program?"

"May I have your full name, beginning with your first name, please?"

"May I have your street address?"

"May I have your zip code, please?"

"May I have your home phone number, beginning with the area code?"

"We will be sending you a signature request card and confirmation

of your catalog request shortly. Please complete the card,
including your date of birth, and sign and return it to us.

We will then send you a catalog within 3 - 4 weeks."

Kansas Requests

"I'm sorry but due to a state law in Kansas that prohibits offers of this kind, I am unable to take your catalog request. However, I can put you on our mailing list. Would you like to be added to our mailing list at this time?"

IF YES: "We will be sending you a survey inquiring about your smoking preferences. Please complete this survey, include your birth date and signature and return it to us. Upon receipt, you will be eligible for future offers. Can I assist you with anything else at this time? Thank you for your call."

IF NO: "Thank you for your catalog request and thanks for calling Marlboro Customer Service."

Thank you for your call."

Other means of obtaining catalogs

"Marlboro Country Store catalogs are also available in displays at your local retailer."

Signature Cards

"We offer our promotions only to smokers 21 years of age and older, so we have to have your signature and date of birth on file before sending you the catalog"

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GEAR

Brass Lighter Engraving

"I'm sorry but we do not offer engraving for this lighter."

Saddles in Catalog

"The saddles that appear in the catalog are part of the Western design of the catalog and are not available for order."

Swiss Army Watch

Why more than MAT

"The Swiss Army Watch available from the Country Store is a newer model than the one offered in the Adventure Team promotion and has a genuine leather band."

Silica Packets

"Silica packets are placed in the packaging for each gear item to absorb moisture during the storage and shipping process. These packets help to protect your gear from moisture. The packets should be discarded once you have unpacked your gear."

Stones in Pockets (Denim Shirt, Jean Jacket)

"Some of our garments are stone-washed to provide a lived-in look right from the start. Sometimes, stones collect in the pockets during the wash cycle. These stones should be discarded."

Country of Origin - Why are items manufactured outside the US

"In order to assure the highest quality of goods for our consumers, we work with manufacturers all over the world, including the United States, in selecting our gear."

Other Sizes

"Country Store gear is available only in the sizes listed in the catalog."

Big Chill Blanket

Brass Trim

"The brass trim shown in the picture in the catalog is shiny brass. The actual Big Chill Blanket will have an antique brass trim."

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What is Antique Brass Trim

“The antique brass trim will have a buffed appearance rather than the shiny appearance you see in the catalog.”

Is the Shiny Brass trimmed blanket available?

“The shiny brass trimmed blanket is not available.”

Lighter - Filling and Refilling

Does the light come with butane in it?

“No, the lighter is shipped to you with no butane included.”

How do I fill the lighter?

“While holding the lighter case in one hand, use the other hand to remove the fuel chamber”
“Lift the felt pad and slowly saturate the packing in the fuel chamber with lighter fuel. Do not overfill the chamber.”

“Place the fuel chamber back in to the case.”

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INELIGIBLE LETTERS
(scripts to be used when a person calls about an ineligible letter they received)

No Signature/DOB

"I'm sorry, but all of our promotional offers are limited to smokers 21 years of age or older. Because your order form did not include your signature and/or date of birth, we were unable to process your order. Please be sure your order form is signed and that you have included your date of birth and return it to us using the postage paid envelope provided. Thank you for your call."

No Order Form

"Country Store orders must be submitted on the official order form available in the catalog. Because your order was not submitted on the official order form, we were unable to process it. You should have received a catalog with your returned order. Please complete the order form and return it, along with your miles, to the address indicated on the label enclosed with your letter. Thank you for your call."

No Check for Shipping/Handling

"Orders cannot be processed unless they include a check for shipping and handling charges. These charges are outlined in the lower left portion of the page accompanying the order form in the Country Store catalog. Please determine the correct amount of shipping and handling and return your order, with a check for the shipping and handling fee, to us. We will be happy to process your order. Thank you for your call."

Check Addressed Incorrectly

"We can only accept checks for shipping and handling made payable to the 'Marlboro Country Store'. The check you submitted was made payable to an incorrect party. We will be happy to process your order if you resubmit it, along with a check made payable to 'Marlboro Country Store' for the shipping and handling fees. Thank you for your call."

Check Dated Incorrectly

"All checks for shipping and handling must be dated correctly before we are able to process orders. The check you submitted was dated incorrectly. We will be happy to process your order if you resubmit it, along with a check dated with the date you mail your order. Thank you for your call."

Check Not Signed

"We can only accept signed checks for shipping and handling fees. The check you submitted was not signed. We will be happy to process your order if you resubmit it, along with a signed check made payable to 'Marlboro Country Store'. Thank you for your call."

Gear Shipping is Someone Other than Signatory

"We are only allowed to send orders to the individual who signs the official order form. So as not to delay the receipt of your order, we have sent your Country Store gear directly to you since your signature appears on the order form. We apologize for any inconvenience this may have caused. Thank you for your call."

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Order from Kansas

"Kansas state law prohibits offers of this kind in your state. Therefore, we were unable to process your order. Please watch your local retailer for special Country Store offers. Thank you for your call."

Incorrect Amount of MCS Proofs - shortage/No Proofs Included

"Your order did not include the correct number of Country Store proofs required for your gear. We would be happy to process your order once you have collected the required proofs. Remember that we are accepting up to 300 Miles (60 UPCS) from the Adventure Team program that ended on February 28, 1994. As always, we accept only pack proofs. Once you have collected the necessary number of proofs, please resubmit your order. Thank you for your call."

Incorrect Type of Proofs Submitted

"Your order included proofs of purchase that are not valid in the Country Store promotion. The only proofs that are accepted for this promotion are those with the Country Store miles that can be found on specially-marked packages of cigarettes. We will also accept up to 300 Adventure Team Miles, that's 60 UPCs. We would be happy to process your order if you resubmit it with the correct proofs. Thank you for your call."

Order Form not Completed

"The order form you submitted did not indicate which gear items you wished to order. To avoid any confusion, we returned your original order to you. Please complete the order form, indicating which gear items you wish to receive and return it to us. We will be happy to process your order. Thank you for your call."

Excess Number of MCS Proofs

"Your order included an excess number of proofs for the gear you ordered. We are processing your order. We have returned the excess proofs you included so you may use them in a future order. Thank you for your call."

Exceeded the Order Limits of 5/20

"Orders for Country Store gear are limited to 5 of any single item or 20 items in total. Our records indicate that you have exceeded these limits so we were unable to process your order. Thank you for your call."

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KANSAS LAW CHANGE

"Due to a recent change in the laws in the State of Kansas, some promotions that we offer are now eligible in that state. We are currently reviewing the changes in the law to determine which of our promotions can be offered. Due to the complexity of the law changes, not all promotions will be valid in Kansas. At the present time, only the Marlboro Country Store promotion is being offered in Kansas. If you wish further information, please contact us again in 3 to 4 weeks for an update. Thank you for your call."

2041865200

MCS ON HOLD/AFTER HOURS, ETC. MESSAGES

On Hold Message

"Thank you for calling the Country Store. Unfortunately, at this time all our Customer Service Specialists are assisting other customers. We are available to assist you 7 days a week from 6:00 am to midnight Central Time. Your call is important to us. If you would like to hold, the next available Customer Service Specialist will assist you. Again, thank you for your patience."

After Hours Message (NeoData/Sitel)

"Thank you for calling Marlboro Customer Service. We're sorry but we are closed. We are open from 6.00 am to midnight, Central Standard Time, seven days a week. Please call back during those hours. Thank you."

Overflow Message (NeoData/Sitel)

"Thank you for calling Marlboro Country Store. All our Customer Service Representatives are currently assisting other customers. Please call us back at 1-800-MARLBORO, that's 1-800-627-5267, at another time. We are available to assist you 7 days a week, from 6:00 am to midnight, Central Standard Time. Please be aware that you can use up to 300 Adventure Team Miles, that's 60 UPCS, for each Country Store order you place. Thank you for your call."

2041865201

ANGRY CONSUMERS

At Call Site Level

Ask Supervisor to read the following statement:

"I'm sorry you could not register. I apologize for any inconvenience but as clearly stated in the catalog, telephone registrations for the Pool Table were honored on a first come, first serve basis. Because of the limited quantity of 1,000 Pool Tables, no exceptions will be made."

NOTE: If caller threatens the following (and says any of these key words), refer consumer to Philip Morris Consumer Affairs at 1-800-343-0975 (ONLY SUPERVISORS SHOULD GIVE THIS NUMBER OUT)

"I'm going to sue you."

"I'm calling the Better Business Bureau"

"I'm with the media."

"I'm calling my local paper/TV Station/Radio Station/other media."

Or caller mentions "State Attorney" or "Attorney General" or threatens any other legal action.

Consumer Affairs - Sorry

"Given the popularity of the pool table, response to the program was overwhelming and all our 1,000 registrations have been filled. I'm very sorry that we are not able to take your registration, but only a limited number of 1,000 pool tables will be available. Can I assist you with anything else at this time. Thanks again for your call."

2041865202

MICHIGAN EXCESS MAT MILES FOR MCS

Why are consumers in Michigan allowed to use an unlimited number of MAT miles in the MCS promotion?

"Due to a large inventory of packs with the Marlboro Adventure Team Miles UPC symbol remaining in the State of Michigan, we will allow consumers from that state to use an unlimited number of Adventure Team Miles UPC's in the Marlboro Country Store promotion"

Why is there such a large inventory only in the state of Michigan?

"I'm sorry sir/madam, I don't have that information. I've only been informed that an unlimited number of Adventure Team Miles will be accepted."

Other States?

"The State of Michigan is the only state where this offer is being extended."

Old Product Issues

Does this mean that the cigarettes in Michigan are old?

"No, the cigarettes are fresh and would have been returned, not sold at retail, if they were outdated."

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E:INBOUND.MCS MISCRIP

ORDER PROCESSING

Order Processing Time

"We do ship orders as quickly as possible. Due to the great response of the Country Store program, we do expect order fulfillment to take 10 - 12 weeks as indicated in the catalog. I can assure you that every item that you ordered will be sent to you."

Backorders - MCS compared to MAT

"The Adventure Team program was extremely popular with our consumers. It exceeded our expectations. Now that we know how popular our gear is, we're doing our very best to assure that we do not have delivery delays during our Country Store program "

2041865204

POOL TABLE - Before 5/16

Before 5/16

"The pool table registration officially begins on May 16, 1994. We will open at 6:00 am Central Standard Time."

Why Wait Until May 16th?

"All the program details will be available on the official program start date of May 16th. Please call back on May 16th and we will be happy to answer any questions you may have on this program."

2041865205

POOL TABLE - ON 5/16

AT&T Network Prompt

"Thank you for calling Marlboro Customer Service."

"If you are calling to register for the Pool Table in the Country Store catalog, please press or say one now."

"If you are calling about any other questions regarding the Country Store, please press or say two now."

"If you are calling about the Adventure Team, please press or say three now. Thank you."

(NOTE. If no response in 5 seconds, caller automatically defaults to option #1)

First 1,050 Callers (that call specifically about the pool table)

First Queue Message (NOTE: Queue messages play every 30 seconds. Music will play during all times when a message is not being heard)

"You are in line to register for the Country Store Pool Table offer. Please do not hang up as you will lose your place in line. Calls will be answered in the order in which they are received. Please do not hang up. Thank you for your patience."

Second Queue Message

"Thank you for holding. Please stay on the line and the next available Customer Service Representative will register you for the Pool Table offer. Please remember we can only take one registration per call. Do not hang up as you will lose your place in line. Thank you again for your patience."

Third and Subsequent Queue Message (NOTE: Caller will remain on hold until live agent is available to assist)

"Thank you for holding, we apologize for delay. Our Customer Service Representatives are registering other callers for the Country Store Pool Table offer at this time. Do not hang up as you will lose your chance to register. Please stay on the line and the next available Customer Service Representative will assist you. Please remember we can only take one registration per call. Do not hang up as you will lose your chance to register. Thank you again for your patience."

Live Agent Script

"Thanks for calling the Country Store pool table line. Are you a cigarette smoker 21 years of age or older?

IF NO: "I'm sorry, the pool table offer is only open to smokers, 21 years of age or older. Thank you for your call."

2041865206

IF YES: "First, we need to send you a pool table order certification packet. May I have your name and mailing address?"

"All of the program details are included in the order certification packet, which you should be receiving in two weeks. Remember, it's important that you include a minimum of 10 names of smokers 21 years of age or older, their signatures, and dates of birth, including your own and return that information to us by June 30th "

If want more specific instructions over the phone

"You will be receiving a specially numbered order certification form that will contain spaces for 10 names, signatures and dates of birth. Once you have collected all information from 10 individuals, including yourself, please mail the registration card back to us by June 30th for processing. Once we receive your completed your order certification card, we will mail you a pool table order form. You have until December 31, 1994 to submit your 25,000 Country Store miles with your official order form. Once we have processed your order form, Brunswick will contact you by letter advising you which distributor to contact to arrange for delivery and installation of your pool table."

1,050 - 2,000th Caller

First Queue Message (*NOTE: Queue messages play every 30 seconds. Music will play during all times when a message is not being heard*)

"You are in line to be placed on the waiting list for the Country Store Pool Table offer. Do not hang up as you will lose your chance to be placed on the waiting list. Calls will be answered in the order in which they are received. Please do not hang up. We have reached the 1,000 registration limit for the Pool Table offer, stated in the Country Store catalog. Calls were handled on a first come, first serve basis. However, we are taking names for a small waiting list and we want you to stay on the line so we can take your name and details. Please stay on the line. Thank you for your patience."

Second Queue Message

"Thank you for holding. Please stay on the line and the next available Customer Service Representative will place you on the Pool Table offer waiting list. We have reached the 1,000 registration limit for the Pool Table offer stated in the Country Store catalog. However, we would like to add your name to the waiting list. Please remember we can only take one waiting list name per call. Do not hang up as you will lose your chance to be on the Pool Table offer waiting list. Thank you again for your patience."

Third and Subsequent Queue Message (*NOTE: Caller will remain on hold until live agent is available to assist*)

"Thank you for holding. We apologize for the delay. Our Customer Service Representatives are assisting other consumers to be placed on the waiting list for the Country Store Pool Table Offer. Do not hang up as you will lose your chance to be on the waiting list. Please stay on the line and the next available Customer Service Representative will assist you. Please remember we can only take one waiting list name per call. Do not hang up. Thank you again for your patience."

2041865207

Live Agent Scripting

"Thanks for calling the Country Store pool table line. Are you a cigarette smoker 21 years of age or older?"

IF NO: I'm sorry, the pool table promotion is only open to smokers, 21 years of age or older.
Thank you for your call."

IF YES: "Although you are not one of our first 1,000 callers, you are eligible to be placed on our waiting. Should one of the first 1,000 callers not meet our eligibility requirements, you may be contacted as an alternate. In order to be placed on our waiting list, may I have your name, mailing address and phone number? We will contact you by phone if you become eligible and then we will mail you a certification packet."

2,001 ++ Callers

AT&T Network Prompt

"Thank you for calling the Country Store Pool Table registration line. We regret to inform you that all 1,000 registrations for the Pool Table have been filled. As stated in the Country Store catalog, calls were honored on a first come, first serve basis starting on May 16th. Because of the limited quantity of 1,000 pool tables, no exceptions will be made. All calls were handled in the order in which they were received. We're sorry but if you have any other questions about the Country Store, please call back after 5.00 pm Central Time. Thank you."

Live Agent Scripting

Can I go on a waiting list?/Caller Persists in Registering

"I'm sorry you could not register. I apologize for any inconvenience but as clearly stated in the catalog, telephone registrations for the Pool Table were honored on a first come, first serve basis. Because of the limited quantity of only 1,000 Pool Tables, no exceptions will be made."

If Caller is Angry or Upset

"Registrations were offered on a first call, first serve basis. The response to the pool table offer was overwhelming and all 1,000 registrations have been filled. Only 1,000 pool tables were available as indicated in the catalog. We are very sorry, but no exceptions can be made."

2041865208

WAIT LISTED CONSUMERS

Wait List Callers (5/16 - 7/15)

"All consumers who were placed on the waiting list for the pool table offer will be notified of their status by phone on or before July 15th. Each consumer who becomes eligible for the pool table offer will also receive the official order certification packet. Unfortunately, We are not able to provide specific information regarding your wait list status at this time."

Can you tell me what number I am on the waiting list

"I'm sorry but I do not have that information available."

Will I receive notification of my wait list status whether I'm eligible or not?

"All consumers who were placed on the waiting list for the pool table offer will receive an update on their wait list status by phone on or before July 15th. If consumers on the wait list become eligible to participate in the offer, they will also receive the order certification packet in the mail "

What do I do once I receive my order certification packet?

"Consumers who were originally placed on the waiting list but have become eligible to participate in the pool table offer must return their certification card, with the names of 10 smokers 21 years of age or older, to us by August 1st. Once we receive your completed order certification card, we will mail you a pool table order form. You will have until December 31, 1994 to submit your 25,000 Country Store miles with your official order form. Once we have processed your order form, Brunswick will contact you by letter advising you which distributor to contact to arrange for delivery and installation of your pool table."

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RETAILER/VAN COMPLAINTS

Complaints

"I'm sorry that you have experienced this problem and apologize for any inconvenience this may have caused. I would be happy to forward your complaint to the appropriate department for follow up. Would you like me to take a report of your complaint at this time?"

IF YES: *Complete Retailer/Van Complaint Form*

"Again, I apologize for the inconvenience. Thank you for bringing this matter to our attention. Can I assist you with anything else at this time? Thank you for your call."

IF NO: "Again, I apologize for the inconvenience and thank you for bringing this matter to our attention. Can I assist you with anything else at this time? Thank you for your call."

MCS Van

"I'm sorry but I do not have any additional information available on the Country Store van. Schedules and appearances for the van are made on very short notice by local sales offices so we are not able to maintain a schedule. I suggest that you contact your local retailer and watch the newspaper in your area for information on when the van might appear in your area. Thank you for your call."

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SPECIAL PROMOTIONS

Price Breaks

"I'm sorry but I have no information available at this time regarding any special offers or price reductions. Please watch for information and displays at your local retailer. Thank you for your call."

Birthday Bonus Miles

"We have randomly selected consumers to receive birthday greetings and a Country Store bonus coupon."

If did not receive and wants one

"Our selection of consumers to receive this special promotion was random from our current mailing list of consumers. Only individuals in our initial random selection are eligible to receive this bonus coupon. If you wish, I can add you are on our mailing list if you are not currently on it so that you will be eligible to receive future offers (*search database to determine if consumer is listed*)

IF YES: "We will be sending you a survey inquiring about your smoking preferences. Please complete this survey, include your birth date and signature and return it to us. Upon receipt, you will be eligible for future offers. Can I assist you with anything else at this time? Thank you for your call."

IF NO: "Can I assist you with anything further at this time. Thank you for your call."

MCS Sweepstakes

"The sweepstakes mailing you are referring to was sent to participants, randomly selected by computer, in our recent Adventure Team promotion. A total of 100 people will win all 17 items featured in the Country Store catalog. Entry forms can also be requested in writing. Please note that entry form requests must be received by May 2, 1994."

Additional Details

"Order forms must be received by May 31, 1994 in order to qualify. This sweepstakes is void in the States of Michigan and Massachusetts."

B4G1F (Buy 4, Get 1 Free)

General

"We are offering a special 5-pack carton of Marlboro cigarettes in conjunction with the Country Store promotion. This 5-pack is being offered for the price of 4 packs of cigarettes. Thus, you get one pack for free."

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Will Packs in this Special Offer have the MCS UPC Label?

"Yes, all packs in this special 5-pack offer will be imprinted with the Country Store UPC label."

25 Bonus Miles

"Each special 5-pack also contains a mail-in certificate for you to obtain 25 bonus miles to be used in the Country Store promotion. In order to obtain your bonus miles, please complete the certificate and return it to us at the address indicated on the bottom of the certificate. We will mail your bonus miles to you within 4 - 6 weeks of the receipt of your certificate."

Is there a Deadline for the 25 Bonus Miles?

"Yes, your bonus miles certificate must be postmarked by November 1, 1994."

Can I Mail in More than One Certificate for Bonus Miles?

"I'm sorry but only one certificate per household is valid."

Carton Pictorial Program

General

"The carton you have is part of a special offer from the Country Store promotion. You may either order a catalog over the phone at this time or complete the catalog order form on the inside of the carton to receive a Country Store catalog." (*If consumer wants to order catalog over the phone, go to catalog order script*)

Do these Cartons have the MCS UPC Label on the Packs Inside?

"Yes, the packs in these special cartons are imprinted with the Country Store UPC label."

Do I get any Bonus if I send in the Picture on the Carton?

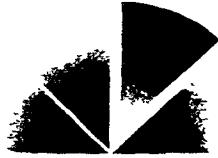
"No, the picture you see on the back panel of the carton is for design purposes only."

Coupons

My Friend got Coupons in the Mail and I didn't

"We select names for our coupon mailings at random from our mailing list. Not all individuals on our mail list are included in each coupon mailing. Therefore, it is possible that you might not receive coupons that one of your friends did. If you have been added to our mailing list, you will be eligible to be selected for future mailings of this type. If you are not on our mailing list, I would be happy to add you at this time (*If consumer wants to be added, go to mailing list scripting*)

2041865212



K O W A L
& A S S O C I A T E S

Date: June 13, 1994

To: Doron Stern

cc: Trish Costello
Kathy McMahon
Ginny Murphy
Nancy Parmet
Renee Simons

From: Gary Briggs *WY*

RE: Pool Table Calling

Attached please find the approved script for outbound calls to those pool table consumers who have not yet returned their certification cards. As of today, we have received a total of 250 certifications.

As we've discussed, this calling will give us a better indication of the total population of consumers who will eventually return their certifications. This information will also give us an indication of the number of consumers we may need to pull from the wait list. And finally, the call will serve as a reminder to consumers who may have forgotten the June 30th deadline to return their certification form.

We expect to begin this calling tomorrow and hope to have it completed within two days, depending on consumer contact rate. If you have any questions, don't hesitate to contact me at 617-247-2424. Thanks!

2041865213

KOWAL & ASSOCIATES, INC. • CONSULTANTS, DIRECT MARKETING SERVICES
29 COMMONWEALTH AVENUE • BOSTON, MASSACHUSETTS 02116-2335 • FAX (617) 247-2980 • TEL (617) 247-2424

Pool Table Outbound Call Scripting

Greeting

"May I speak with *consumer name*? I'm calling on behalf of the Marlboro Country Store regarding your pool table certification. May I ask you a few questions about our pool table offer at this time?"

Note: if consumer is not available, attempt to obtain a good call back time

Survey Questions

"Have you received your pool table certification mailing?"

If Yes, "Have you completed and returned your certification card to us?"

If Yes, "Do you recall the date that you sent it?"

If more than 5 working days have passed since date sent, CSR should complete call sheet and forward for immediate follow up and re-contact consumer with an update.

If No, "Are you planning to mail it back to us?"

If Yes, "Please remember that your certification must be post marked on or before June 30th. Do you have any questions regarding the completion of your certification card?"

If No, "Can you tell me why?"

CSR should capture comments as accurately as possible

If No, "Our records indicate that you should have received your certification packet by this time. I will request that another packet be sent to you at once. Upon receipt, please complete the certification card and mail it back to us immediately. Your certification card must be postmarked by June 30th. May I verify your name and mailing address?"

CSR verifies address and submits IMMEDIATE request to re-mail certification packet. Note: If certification has been lost, we may need to extend the June 30th deadline. Consult with your supervisor for additional information.

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Closing

“Thank you for your time. Can I assist you with anything else at this time?
Good bye.”

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FULFILLMENT
PLAN

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Marlboro County Store Fulfillment/Customer Service Abstract

MCS fulfillment is being outsourced to Neodata, Inc, based out of Louisville, Colorado. Neodata's major clients include Disney, Book of the Month, Gervalia, US Post Office, and numerous publishing houses. **Exhibit I** is a geographical representation of the MCS fulfillment operation. It is the basis for the step-by-step discussion below. **Exhibit II** highlights the major processes in a full-service fulfillment operation.

Mail Reception-

Mail is received in the Main Post Office, Manhattan, at 31st Street. Primary mail is white mail inquiries, and order requests. Normal volumes are about 25,000 per day. Mail is transported daily to Aer Lingus Airlines, at JFK airport. Mail is boxed, counted, and manifested prior to loading for Shipment to Ireland.

Mail is air transported to Ireland every night, arriving in the morning. Mail is cleared through customs, and transported to the main Mail/Order Processing facility in Listowel, approximately one hour away. Staffing is planned at between 100 and 160, depending on volumes.

Mail is segregated into white mail (subsequently returned to Des Moines for processing), and order mail is batched for processing. Mail is opened, audited, UPC's are counted, and check/order forms verified. Ineligible orders are resealed, and returned to the customer with requests for corrections. Eligible order forms are keyed, checks are deposited, and UPC's are destroyed.

Order Processing

Eligible orders that are keyed are transmitted to the main Data Processing Center in Louisville, CO. for processing. Inventory is checked, and Packing/Shipping Labels are produced overnight and printed in Des Moines, Iowa.

Warehousing

The main warehouse, picking, and distribution centers are located in a three mile radius of central Des Moines. Labels are processed and items are shipped to the customer. The separate warehouse is dedicated to the MCS program, with a current 80,000 square feet capacity--enough to house 6000 pallets of merchandise. There is current available space to expand to 200,000 within three weeks notice.

Distribution

The current pick pack operation is rated at 700,000 packages per month, with in-line capacity to expand to 1.2 packages. Neodata has a very specialized sortation system for US Parcel Service manifesting, and maintains fast delivery service for the lowest shipping rates supported by USPS. They also do zone

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skipping and best-rate consolidations for UPS work as well. Warehousing and Pick/Pack Operations will start with 120 people, with anticipated peaks bringing the staff to over 200.

Normal shipments are recorded every night into their system, and normal turnarounds on processing shipping labels is less than 72 hours.

Customer Service

The customer service center is a dedicated facility in Phoenix, Arizona. There are over 170 full and part-time Customer Service Representatives working various hours in a seven day operation. The facility has the capability of going to over 400 CSR's. The customer service system has been designed to eventually carry order and customer information on all Philip Morris brands. This first phase of this project is scheduled to be completed in Spring, 1994.

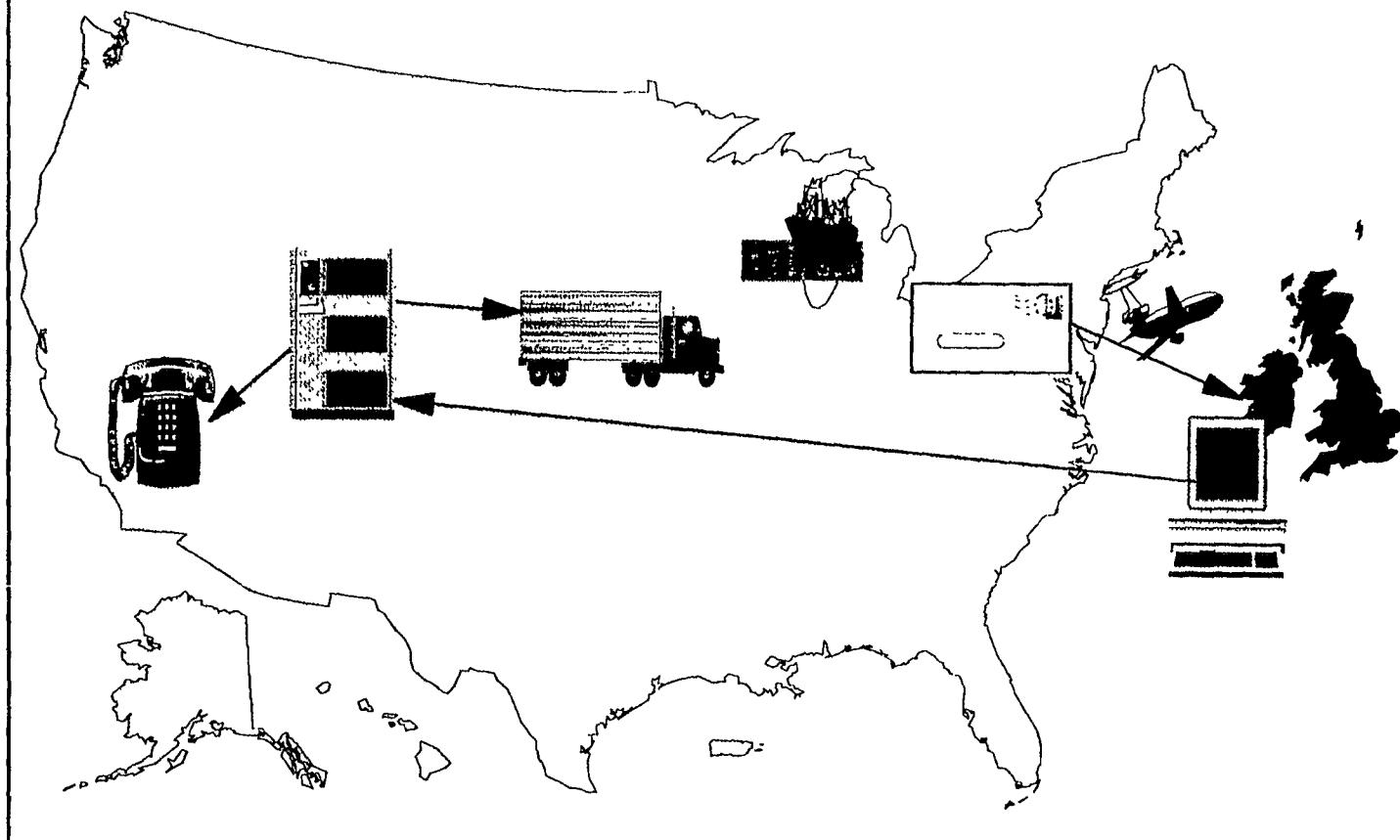
Communications

Data communication links have been established in order to provide purchasing/receipt information between Neodata and the Richmond Data Center. In addition, data bases are updated nightly in terms of the signature database in Richmond, and statistical order information at the MSA information service facility in Pittsburgh, PA.

Other communication links have been established with all third party customer service organizations. This allows all operators to inquiry into order status of all brand promotions, including the Marlboro Adventure Team historical information.

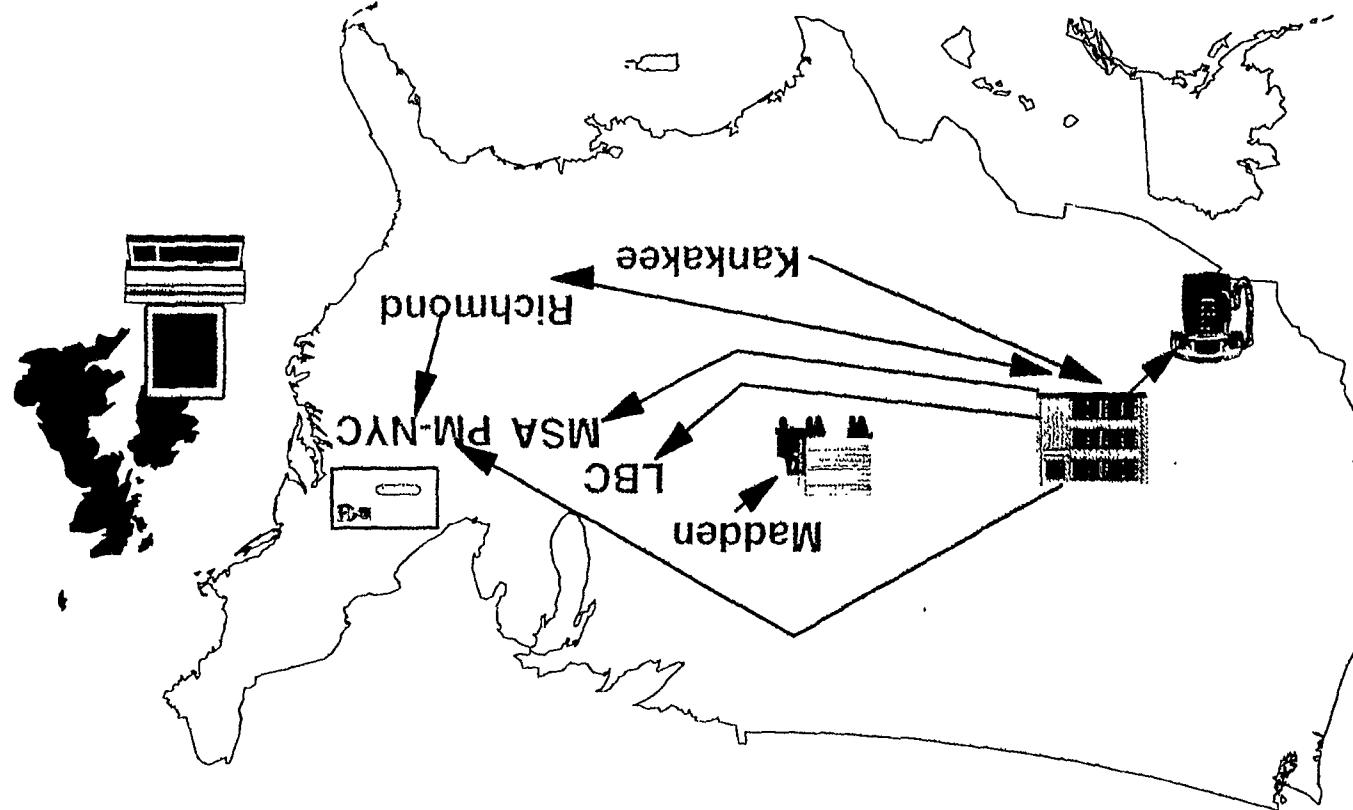
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Neodata Topography



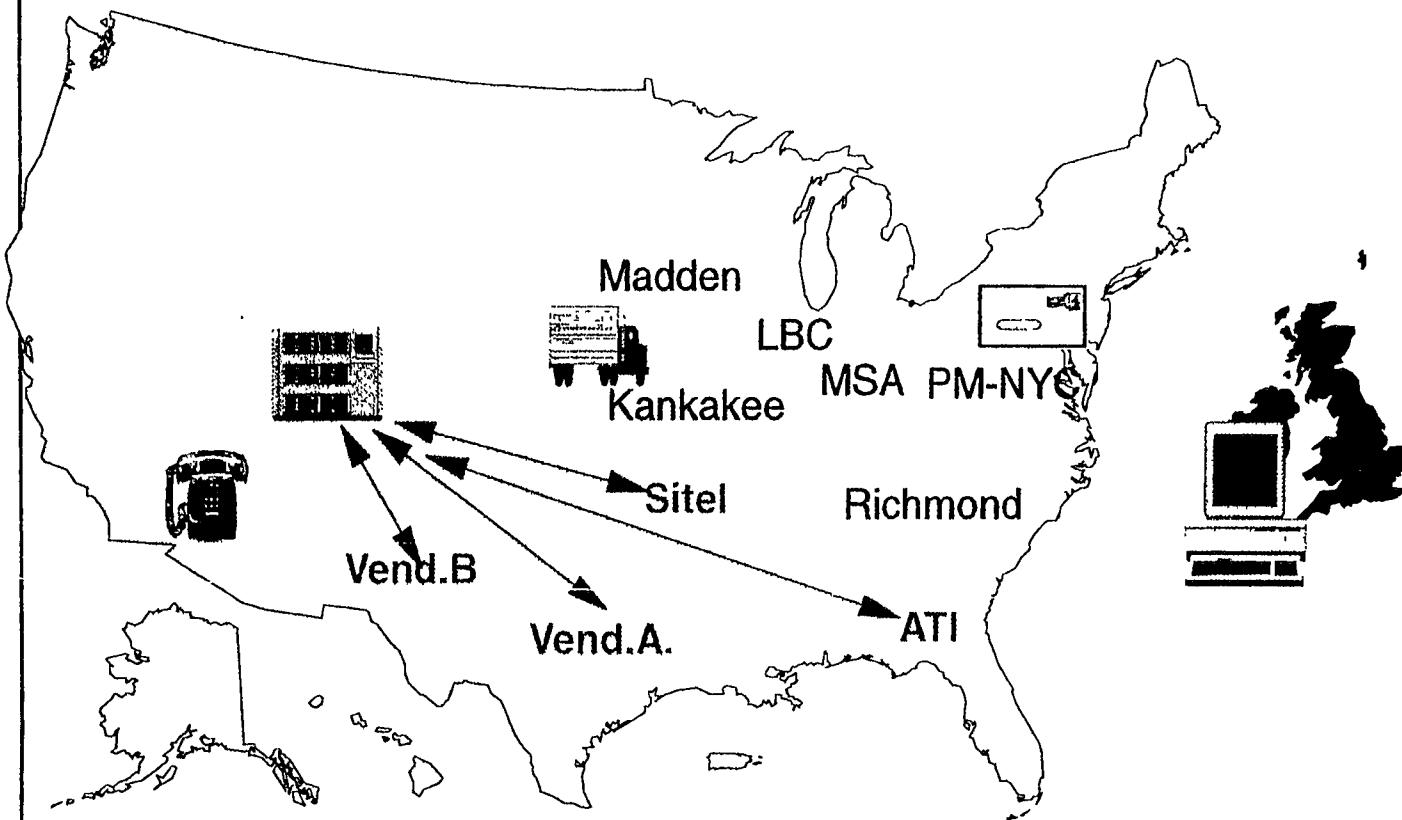
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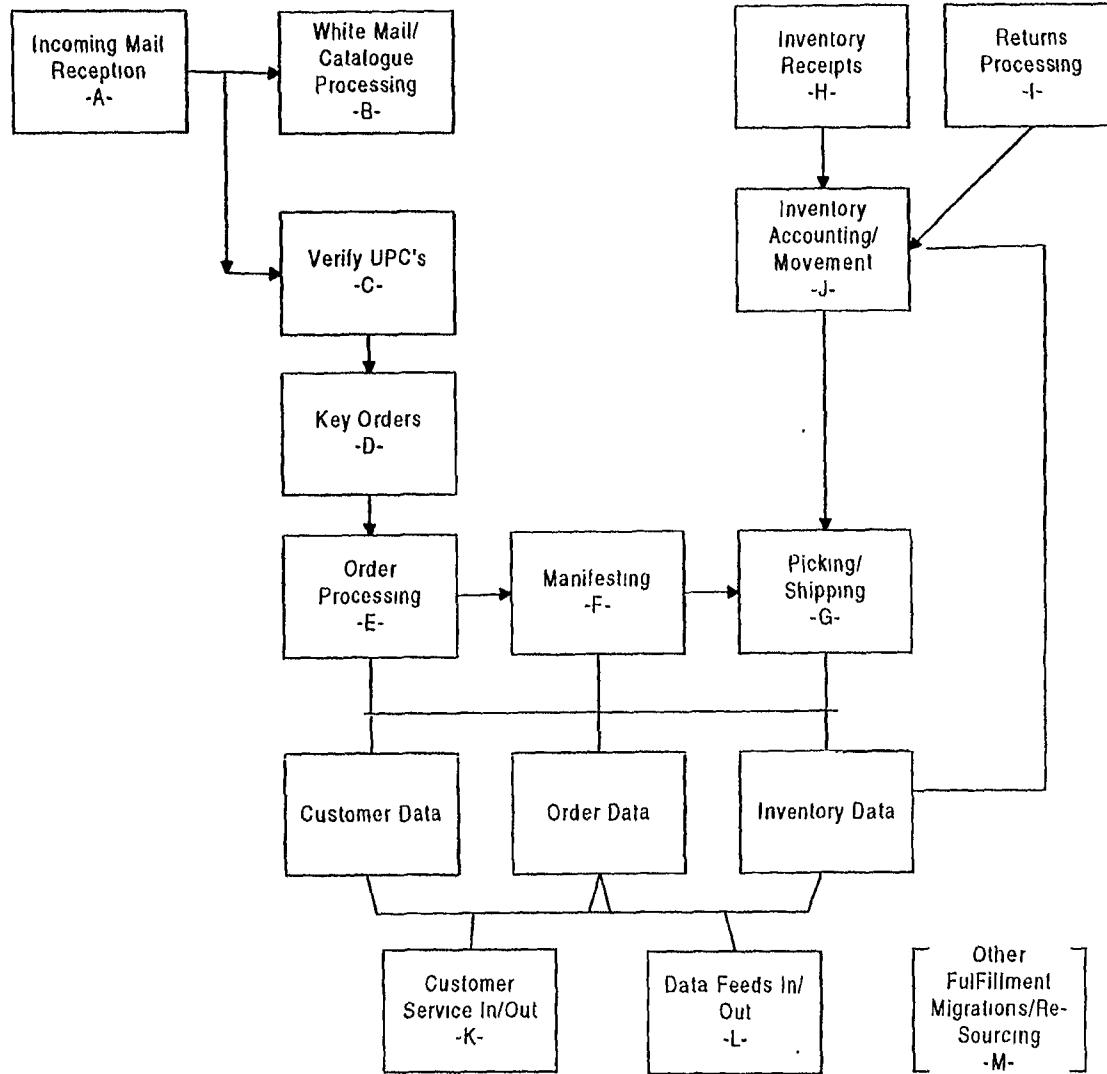
Core Communications

Consolidated Order/Call History



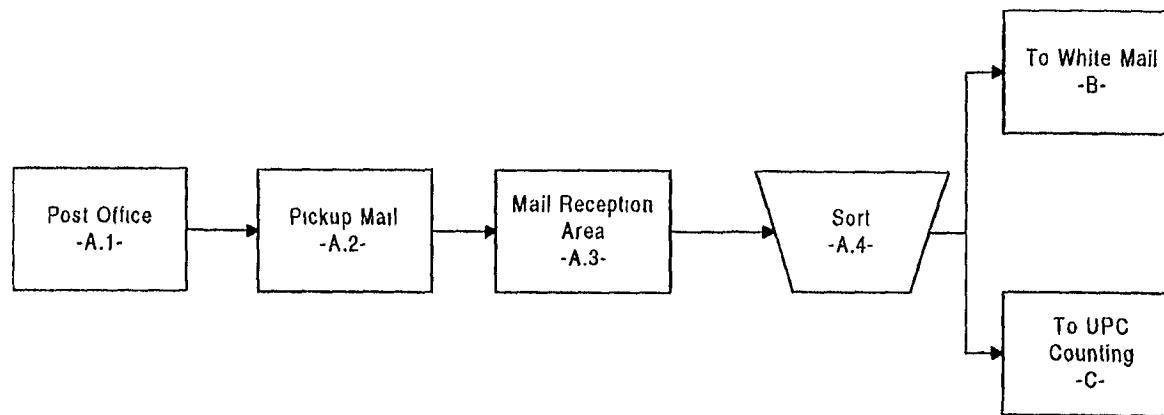
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Overall Process - Order Fulfillment



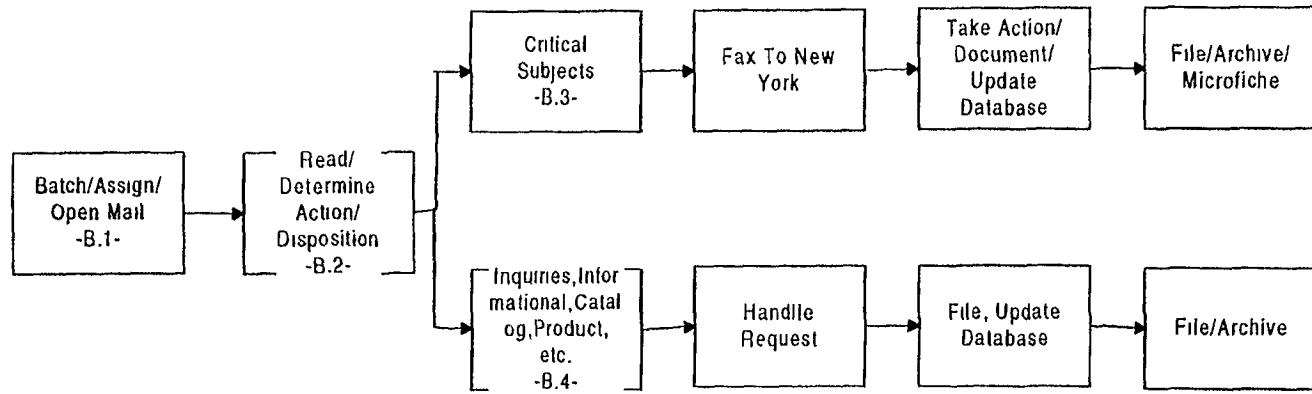
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Area A ... Mail Reception Process



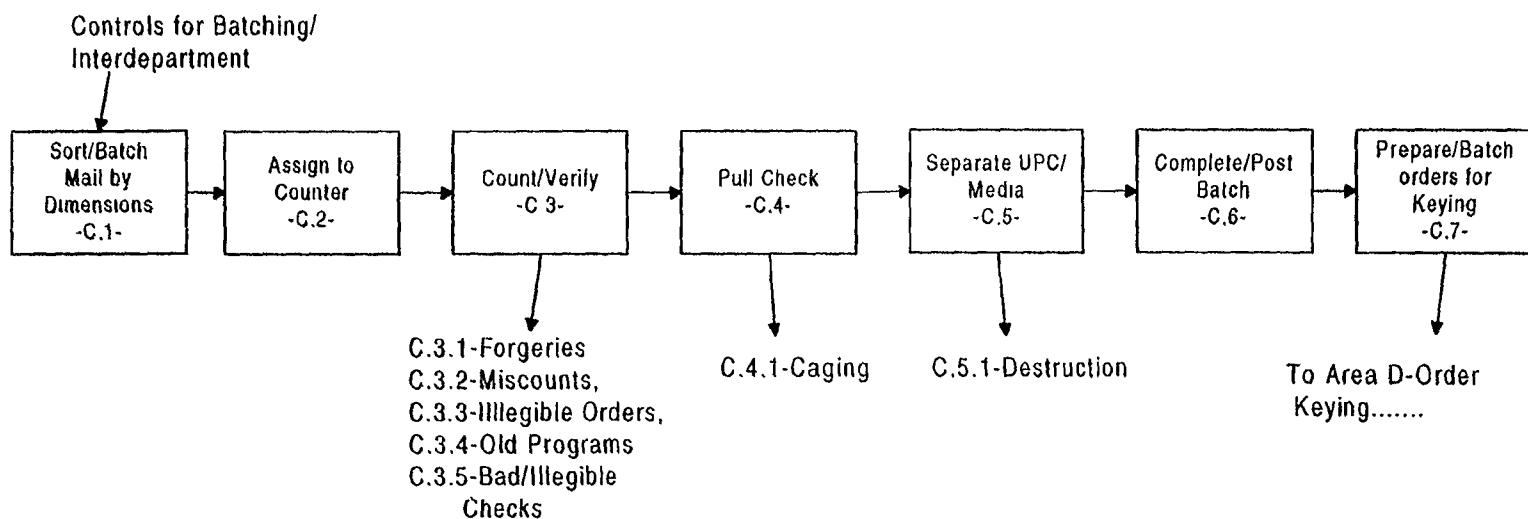
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Area B White Mail Process



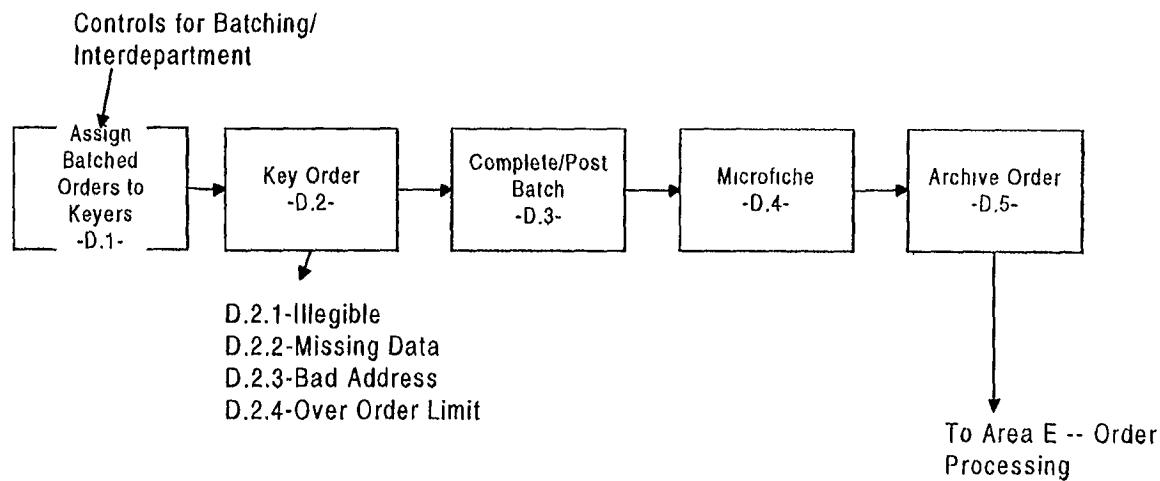
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Area C Counting Process



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Area D Order Keying Process



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Area E Order Processing Rules

This represents internal computer processing of orders after order entry, and prior to logic in determining when an order would be picked based on postage/line constraints.....

- E.1.0-Allocation of Inventory
- E.2.0-SHIP Complete Option
- E.3.0-Back Order Rules
- E.4.0-Acknowledgement Rules
- E.5.0-Drop Ship Rules-
(Notification, Vendor Advise/
Ship Confirmation)



To Manifesting/Picking
Portion of Processing an
Order

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Area F Manifesting Rules

This represents internal computer processing of orders after order processing/inventory availability is completed. Orders may, or may not immediately print to pick after this step.....

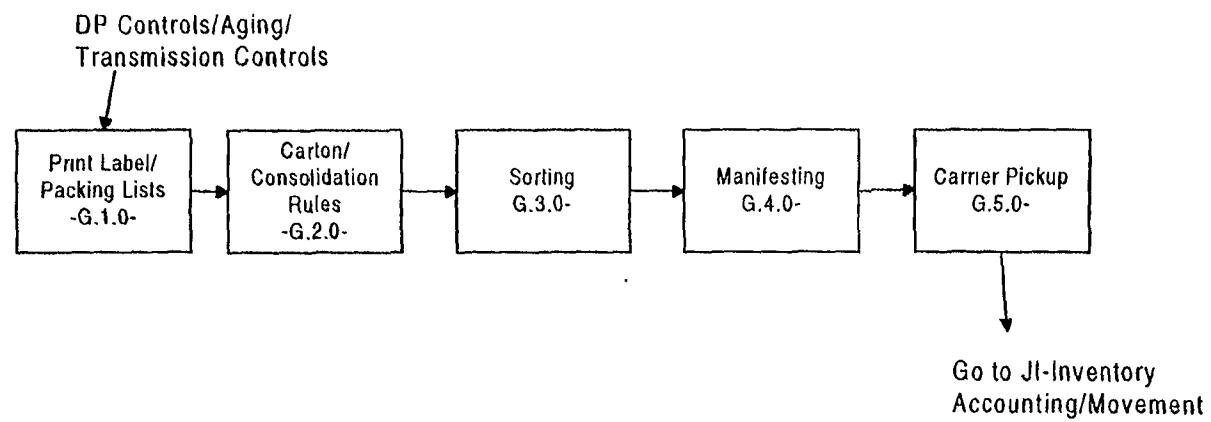
- F.1.0-Delivery Frames/Objective
- F.2.0-Split Carrier Rules
- F.3.0-UPS vs USPS Carriers
- F.4.0-Age/Aggregate Break Bulk
Rules



At proper time, this order
will actually pick in Area
G- Picking and Packing

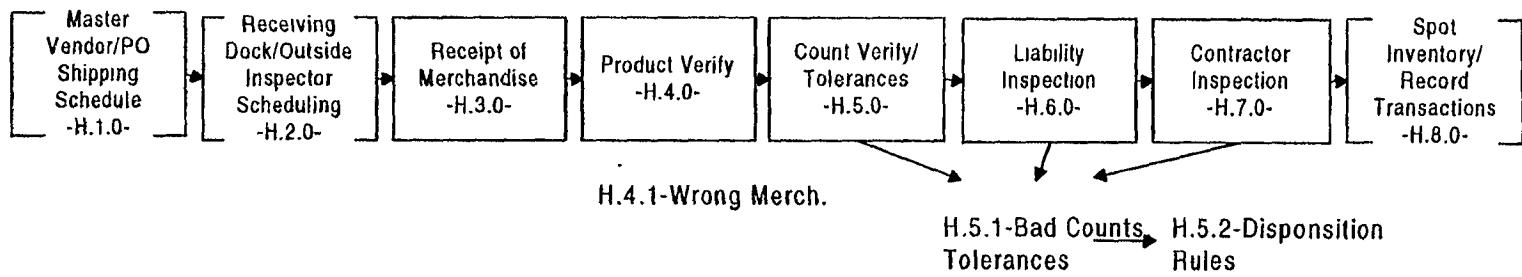
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Area G Picking and Shipping



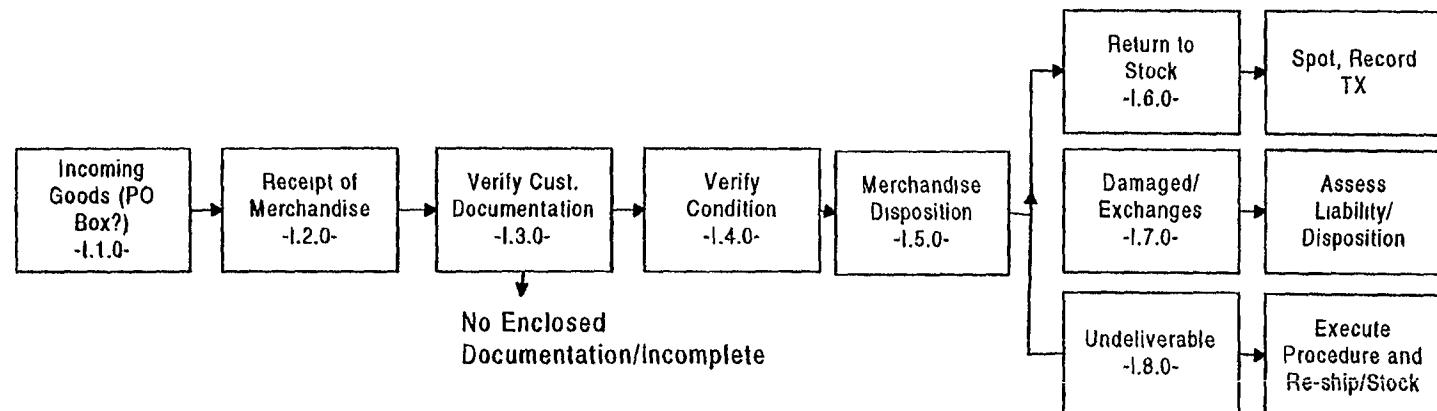
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Area H Vendor/ Merchandise Receipts



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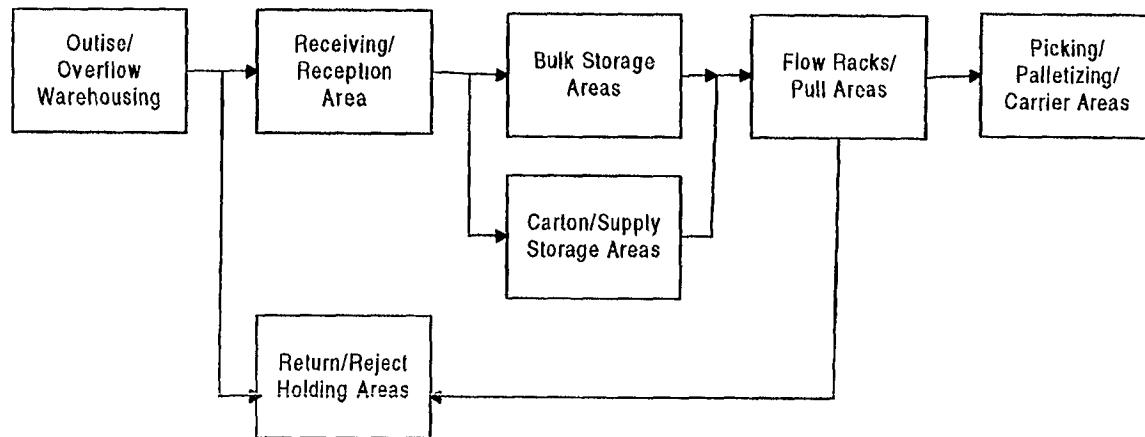
Area I Customer/Merch. Returns Process



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Process J Inventory Accounting/ Movement

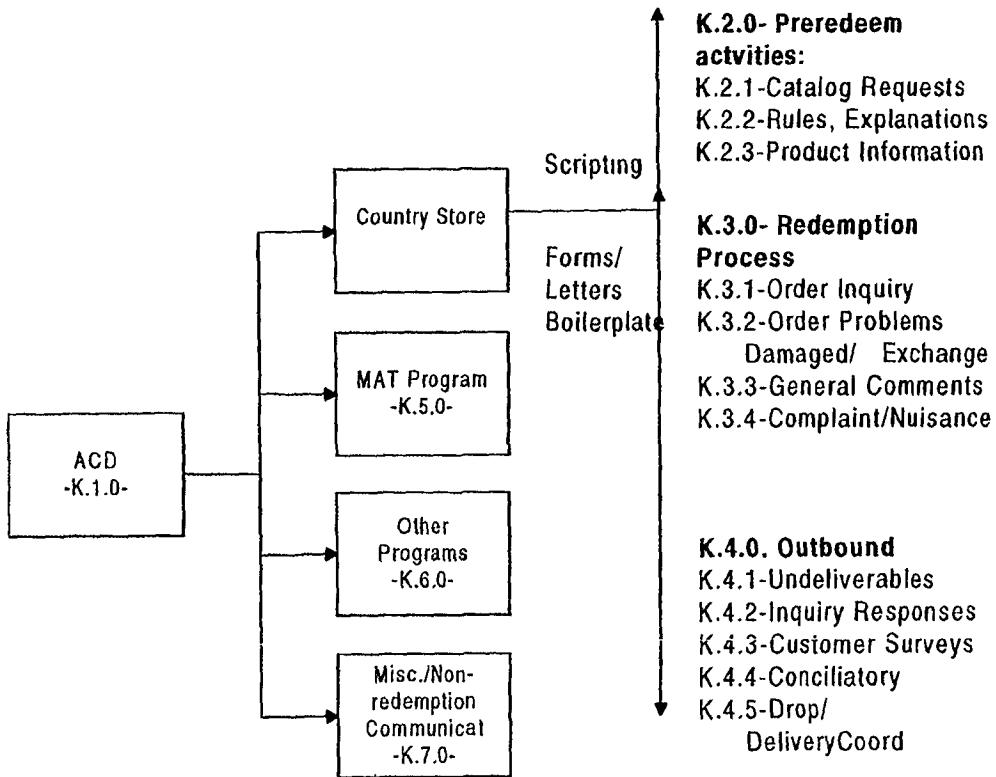
This represents the security, audits, and data processing reports that are necessary to reflect inventory movement and financial accountability.



Subjects to be covered include:
J.1.0 - Cycle Counting
J.2.0 - Inventory Movement Authorization
J.3.0 - Inter warehouse transfers
J.4.0 - Warehouse/Inventory Security

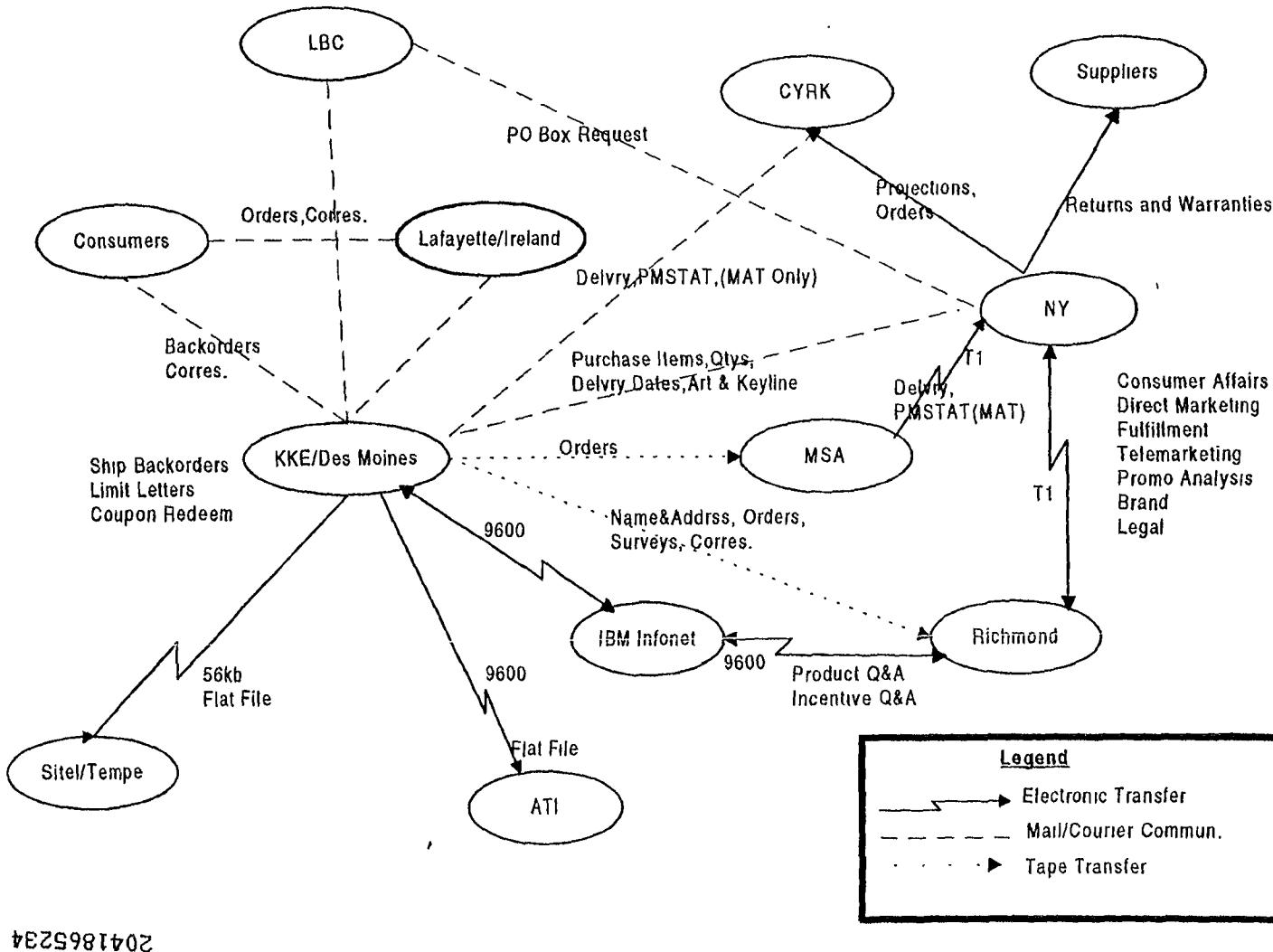
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Area K Customer Service Processes



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Area L Data Communication/ Interfaces



POOL TABLE
FUI,FILLMENT

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REGULATION SIZE, 3/4 INCH THICK SLATE. READY TO BE RESERVED BY YOUR GROUP NOW.

THE MARLBORO POCKET BILLIARD TABLE BY BRUNSWICK

Crafted exclusively for Marlboro by Brunswick, the world's finest name in billiards, this extraordinary combination, comes with balls, triangle, brush, bridge head, chalk and a pool cues. Measures a full 8 feet. Get a group of friends together and start saving the Miles now. (See special ordering instructions below.)

There's no other table like it in the world. And only a lucky few will ever get to play on one.

TO RESERVE

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____

PHONE NUMBER _____

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

To: Distribution

Date: May 4, 1994

From: Doron Stern

Subject: MARLBORO COUNTRY STORE
POOL TABLE OFFER

Together with the other gear items the Marlboro Country Store catalog will feature a custom made professional (8 ft) pool table and cues manufactured by Brunswick Billiards. One thousand pool tables will be made available on a first come first serve basis to groups of smokers comprising at least 10 people. As the image leading piece in the MCS catalog, the pool table is designed to heighten excitement and encourage participation in the MCS continuity effort, especially among YAMS.

Requirement

25,000 Marlboro Country Store miles

Timing

Orders for pool tables will be accepted starting May 16, 1994

Registration

- The only way to receive a MCS Pool Table is by registering via 1-800-MARLBORO.
- Operators will start accepting telephone calls for registration on May 16.
- A total of 2,000 smokers will be allowed to register. The first 1,050 will be informed that they have been registered to order the pool table (primary recipients). The remaining 950 smokers will be notified that they have been placed on a waiting list.
- As part of the system set up at Neodata to track the entire fulfillment process, each consumer will be assigned a serial number between 1 and 2,000 which will appear in all program related correspondence. CSR's will also be trained to address all potential pool table related issues.

Certification

- The 1,050 primary recipients will receive a postage paid certification card featuring 10 spaces for signatures and respective ages, addresses and telephone numbers. The recipients must send in the complete certification before June 30th or they will lose their opportunity to receive the pool table.

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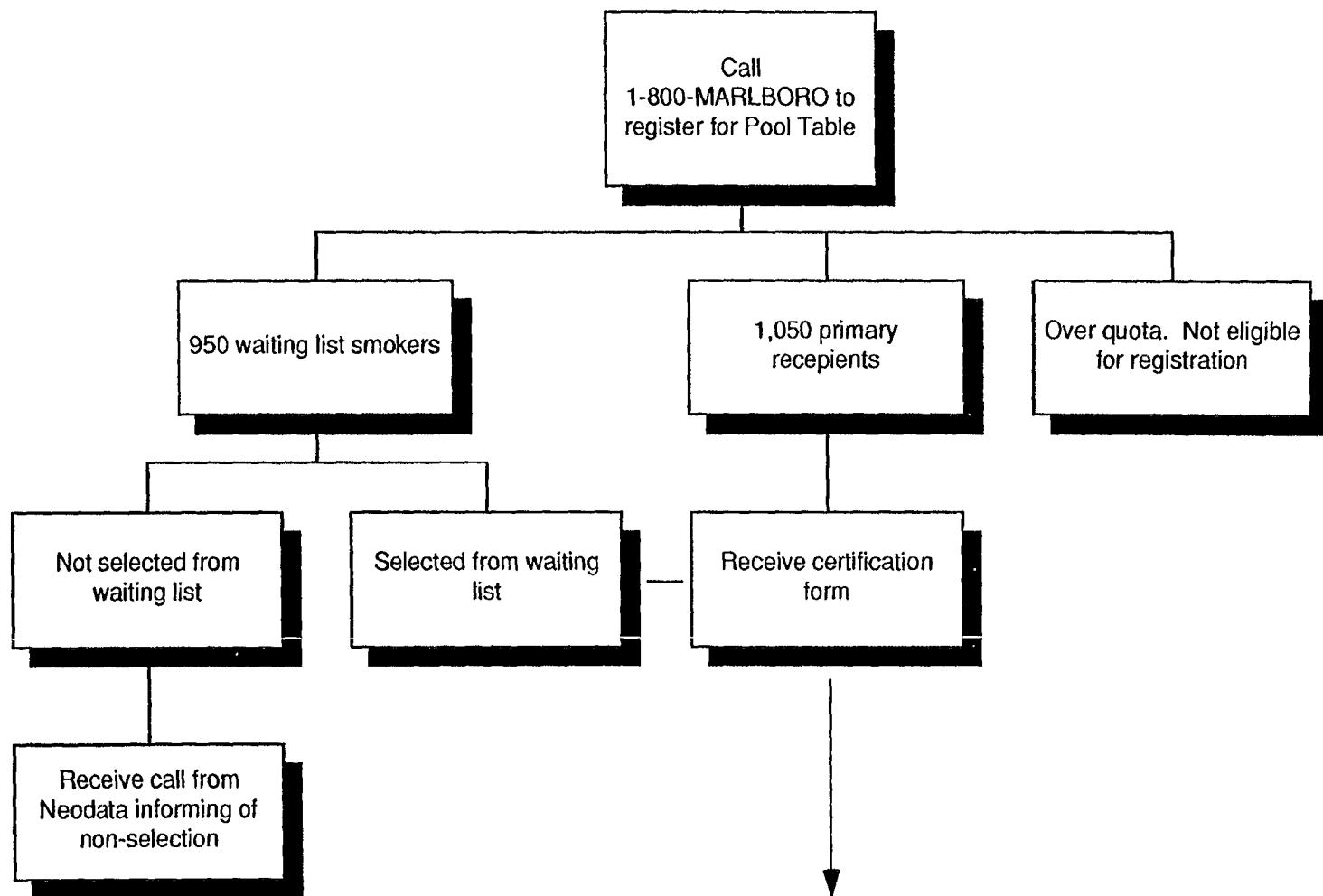
- A non compliance letter will be sent out along with incomplete certification card to smokers who did not properly fill out card. Non compliance smokers will be given 2 weeks to complete certification card and send it back.
- On July 5th, Neodata will provide a count of completed certification cards received. At this time we will determine how many additional certification cards will be delivered to smokers placed on the waiting list (in order to achieve a total number of 1,050 certified smokers). Smokers on the waiting list who will not receive a certification card will be notified via telephone by August 8th.
- Waiting list smokers who receive certification cards must mail them back by August 1st.. We will follow the same non compliance procedure for waiting list smokers who do not fill out certification card per instructions.
- A unique P.O. Box will be set up to service all correspondence on pool table offer.
- PM will not be responsible for lost or stolen correspondence relating to pool table offer.

Redemption

- Smokers who send in completed certification cards by designated dates will receive an order form indicating expected delivery time.
- Smokers will send in their 25,000 MCS miles together with the order form to assigned P.O. Box.
- Smokers will be sent a letter from Brunswick after the correct number of UPC's and order form have been received. The letter will include a Brunswick telephone number for smokers to call to arrange delivery and timing.
- Neodata will furnish Brunswick with a list of smokers and corresponding serial number to control for accuracy.
- Brunswick will inform Neodata of pool table shipping addresses prior to shipment to check for any for any inappropriate destinations.

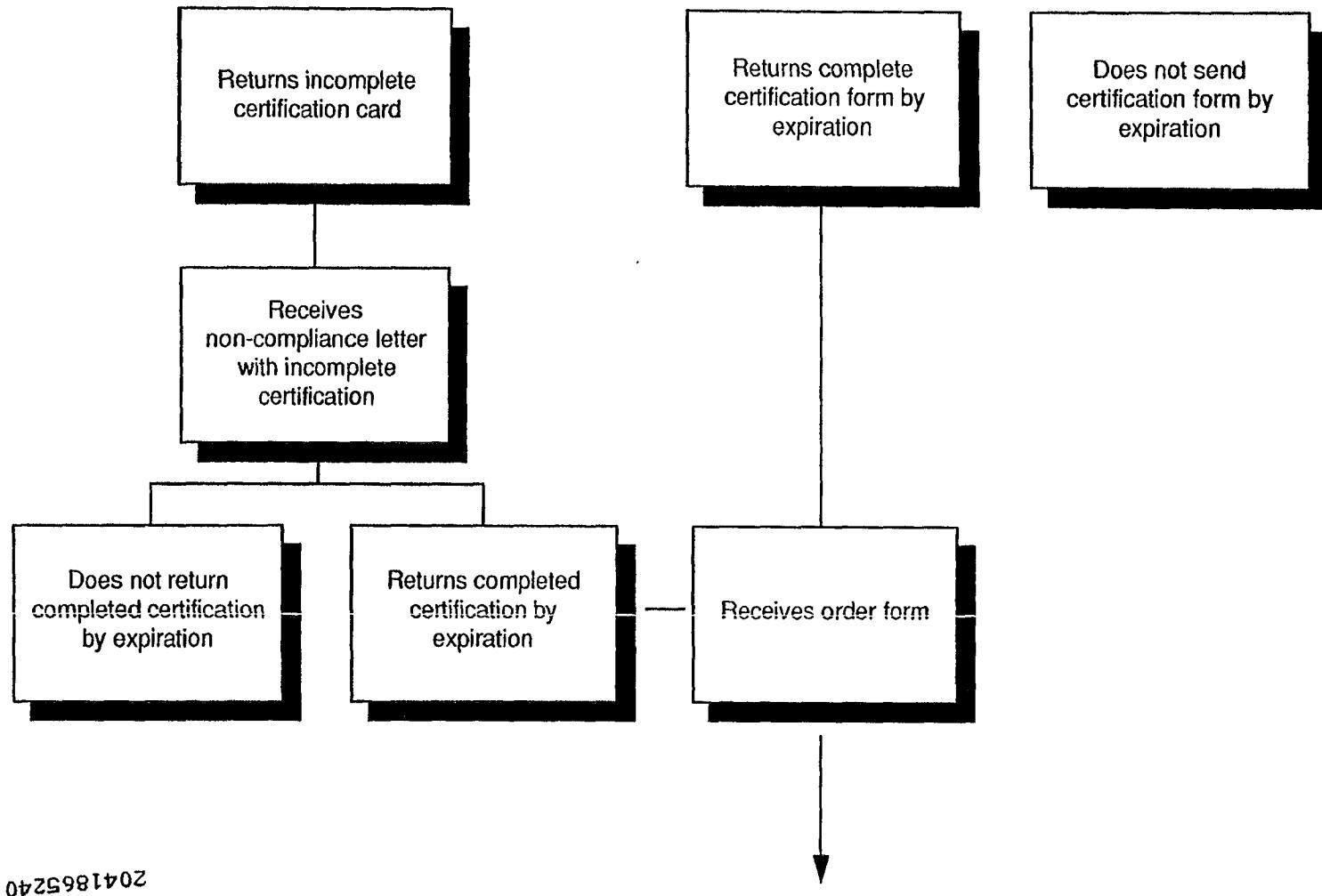
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REGISTRATION FLOW

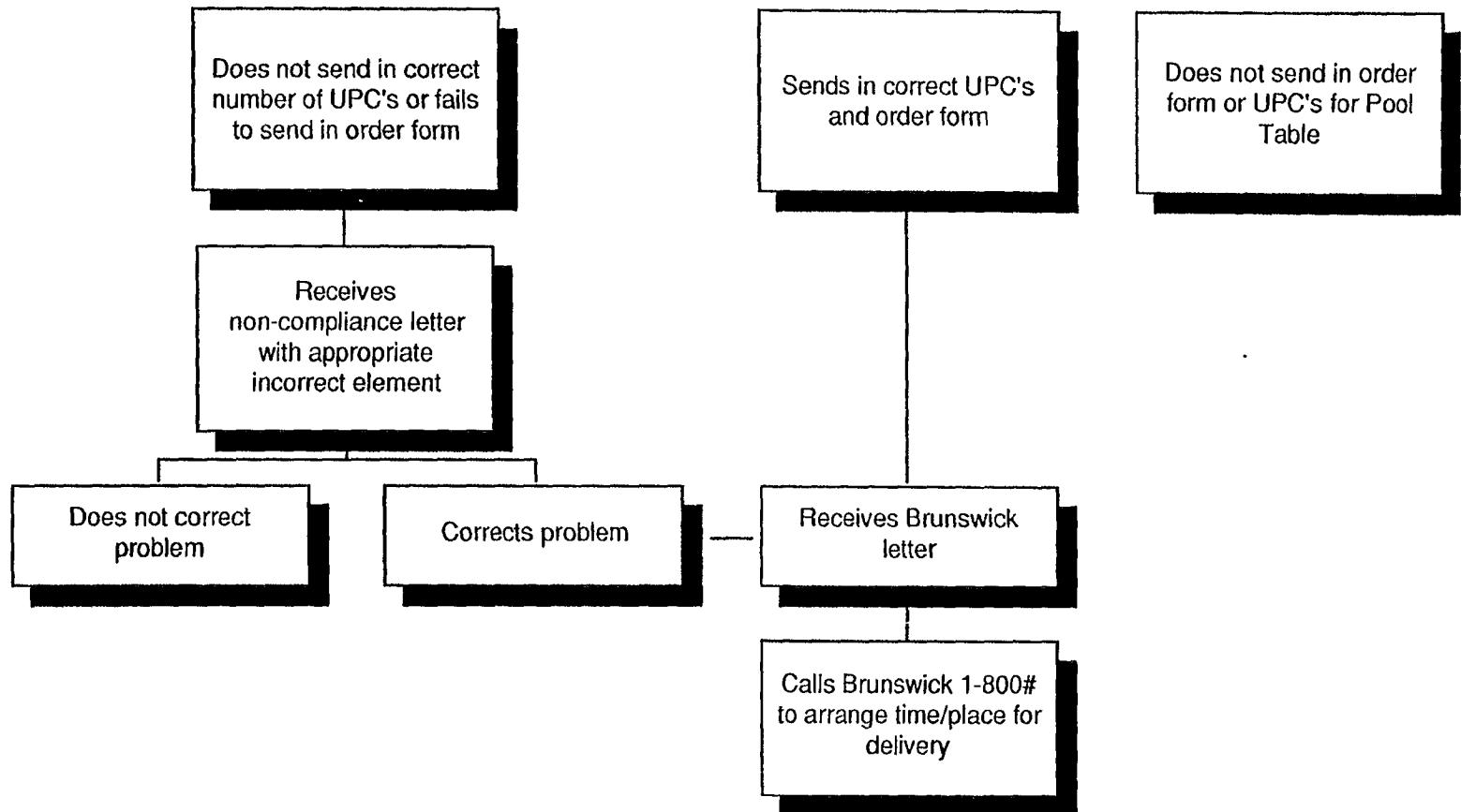


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CERTIFICATION FLOW



REDEMPTION FLOW



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